

Summer 1991
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Weld proclaims Architects Month

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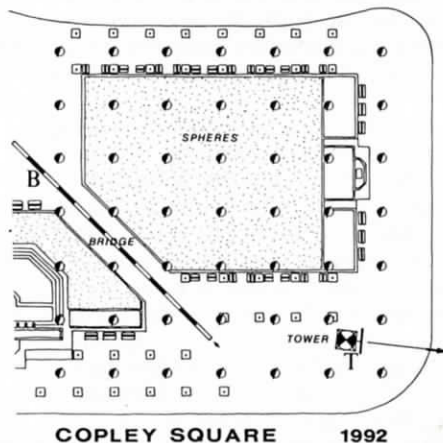


photo: Clements/Howcroft

Governor Weld has proclaimed June Architects Month in honor of the national AIA Convention in Boston next year (June 19-22). . . A public celebration begins on June 1, 1992, and builds to a crescendo of activities, events, and celebrations that revolve around architecture, architects, and the built environment.

This is the vision of the planners of AIA/Boston/1992: It's an opportunity to engage the citizens of Boston, tourists, young people and old in a participatory experience that is as much fun as it is enlightening. It will mark the beginning of the recovery of our economy and the resurgence of Boston architects on the national scene. It also represents that rarest of opportunities, a chance to combine business with pleasure (and get architects some credit for providing both).

But . . . with summer coming, vacation schedules, kids out of school, etc., a lot of things that must get done to coordinate and organize this event may not get done.

Everything that will take place in June 1992 must be planned and nailed down by the end of *this* summer, . . . no later. Therefore, if you'd like to be part of a competition to design the show windows for Tiffany's or Nieman-Marcus, you ought to get involved now to make sure that event happens. If you want to help Wellington Reiter transform Copley Square into a major piece of public art (above!), you should help plan it now. If you want to see the Boston architectural community at its best, get out of the office for a few meetings, make some calls, and help. There are already scores of people working to make June 1992 a month that transcends the Governor's proclamation. Join us.

Call Alexandra Lee at the BSA (617-951-1433x225) for a list of committee chairs for AIA/Boston/1992. They need you this summer. Call them to see how you can help. You'll be the richer for your participation.

Gary Graham AIA, Chair
Promoting Architects/1992

The BSA Lecture Series drew to a close last month with a terrific presentation on the work of Benjamin Thompson. As a result, the 1990-1991 Lecture Series is now forward to seeing you then.

LIBRARY

BOSTON ARCHITECTURAL CENTER

TLCR bares all

Urbane Boston architect Todd Lee AIA, founding partner of Todd Lee/Clark/Rozas and peripatetic design explorer along the Boston/Houston/London/Caribbean architectural axis, brings his firm's current work to this month's edition of "Conversations."

Lee's always interesting work will be the object of critiques offered by his peers as "Conversations" draws to the end of its third wildly successful year.

Conceived and hosted by former BSA President Peter Forbes FAIA, "Conversations" has proved to be architecturally intriguing and socially exciting. . . and it is also, of course, an excellent catered affair seasoned by provocative design discussion. Lee's presentation is on June 27 and begins at 6 pm in the Crit Arena of The Architects Building, 52 Broad St., Boston (black-tie optional). The reservation deadline for this month's design exegesis and parsing is June 26 at 4:30 pm. Telephone reservations may be charged (Visa/MC/AMEX) by calling 800-662-1235 or 617-951-1433x222 or by faxing your credit-card reservation to 617-951-0845 (\$65; \$55 for BSA members). Join us; architecture matters.

Client relationships workshop this month

The BSA workshops on negotiating professional service agreements as a means of clarifying client relationships draws to a close this month with a special session on June 12. Attorneys Charles Heuer, Esq. and Tim Twomey, Esq. address the various common and understandable concerns about the process of negotiating the provisions of comprehensive agreements. In this workshop, Heuer and Twomey explore in detail the negotiation process, when it begins, how it proceeds and some of the concerns design professionals commonly express.

This session, the last of the BSA's Spring Workshop Series, is 6 pm - 8 pm in The Architects Building, 52 Broad St., Boston. The fee is \$35 (\$25 for BSA members) and attendance is limited to 30. To register, send your name, mailing address and daytime telephone number with payment to Client Workshop, BSA, 52 Broad St., Boston 02109. Visa/MC/AMEX registrations may be faxed to 617-951-0845.

New exhibit of work by women scheduled: current show now in Boston

The BSA's Women in Architecture Committee is now scheduling the Sixth Annual Women in Architecture Exhibit. Since this is the last issue of the Chapter-Letter before Labor Day, we would like you to start thinking about the new exhibit. The Call for Entries will be included in the September issue of the ChapterLetter and will provide all of the necessary details. The exhibit registration deadline will be in September and boards will be due in October, so begin planning now. If you have any immediate questions, please call me or Lynne Deninger at 617-491-5662.

Last year's Annual Exhibit is traveling in the Boston area during the next several months. It will be at the Schlesinger Library in June, the Boston Public Library in July, and Boston City Hall in September. The June exhibit at the Schlesinger will be augmented by a special booksigning reception with Joan Forrester Sprague on June 18, 5:30 to 7:30, in the Library. Sprague is the author of *More than Housing: Lifeboats for Women and Children*, recently published by Butterworth Architecture. It is the first book devoted to the design and detailing of new dwelling types for single mothers and their children. Sprague's book addresses the evolution in characteristics of emergency, transitional, and permanent housing examples from 18 states. These are described in text, quotations from those involved, and in 80 line drawings. The book, which recently received a national AIA award, was made possible in part by a grant from the Graham Foundation for Advanced Studies in the Fine Arts. Sprague is a Boston architect, planner and pioneer in the field.

Cheryl Heinrichs
Women in Architecture Committee

Do you want to be famous?

Do you love giving public lectures or tours?
Do you have some special knowledge about architecture, design, or the decorative arts that you wish to share with the public?
Do you want to see your name in print?
Do you want to develop your skills as an adult instructor?

If you answered yes to any of these questions, then you should take advantage of the BSA's collaborative public education program with the Boston Center for Adult Education.

For details, call Program Specialist Laurie Estes at the BCAE (617-267-2465) or call Kristen Antonuccio at the BSA (617-951-1433x222) to request a workshop proposal form.

Don't be left out . . .

Did you get caught up last month watching the Bruins and the Celtics in the playoffs or tending to your garden? If so, you may have forgotten to fill out your questionnaire for the BSA's *Directory of AIA Firms in Massachusetts*. If so, there is still time to get your firm listed. The deadline for questionnaires is July 12.

If you did not receive a questionnaire (and your firm's principals are BSA members) call Kristen Antonuccio at the BSA (617-951-1433x222) to request one.

The Directory will be published after Labor Day and all BSA members receive a complimentary copy.

Kagermeier wins BSA Scholarship



BAC student Jeff Kagermeier (above) is the winner of this year's BSA Scholarship. The annual scholarship, this year worth \$2,000, is awarded after a multi-stage design charrette. The Scholarship Committee was chaired by Catherine Verhulst of Carr, Lynch Hack and Sandell. For more information on this annual BSA Scholarship, call Jim Morris at 617-536-3170.

Karp discusses retail development markets



photo: Bachrach

How are changes in the economy affecting retail trends? Is New England still considered "under-retailed"? Is there still room for growth? How have malls evolved as building types? Will we see more urban malls? Will malls require substantial redevelopment to remain competitive?

Stephen R. Karp (above), the Chairman of New England Development, addresses these and related questions this month when he comes to the BSA as the guest in "Points of View." This is a special opportunity for BSA members to explore this market arena with one of New England's major developers (CambridgeSide Galleria, The Atrium, Liberty Tree Mall, Meadow Glen, The Mall of New Hampshire, etc.).

Points of View

This informal discussion with Stephen Karp, set for June 18 in The Architects Building, is the season finale of the provocative BSA series sponsored by A.J. Martini Inc., the Malden general contractor. "Points of View" is designed to broaden architects' perspectives by bringing professionals in other disciplines to the BSA to share their views of New England's future.

This month's session with Karp begins at 6 pm on June 18 with soft drinks, beer and pizza followed by a brief presentation and discussion. The cost is \$10 per person (BSA members only). BSA members may reserve a space for the evening by calling or writing or faxing the BSA so that reservations are received no later than June 17; paid reservations may be mailed to the BSA, 52 Broad St., Boston 02019.

Summertime & the learnin' is easy

In addition to the aesthetically erotic classes on design and architecture-related topics, the Summer session of the BSA/BCAE's public education program features a mini-series of walking tours of historic Boston neighborhoods. The class and tour schedule for the Summer session is:

- June 3: "Russian Architecture and Design at the Turn of the Century" (with Katia Rosenzweig)
- June 3: "A Century of British Decorative Arts, 1800-1900" (with Kimberly Alexander)
- June 4: "Walk through History: Beacon Hill" (led by structural engineer Wayne Kalayjian)
- June 6: "Artists and Architects Collaborate: Understanding the Process" (with Raynor Warner AIA)
- June 11: "Walk through History: Downtown Boston" (led by Wayne Kalajian)
- June 15: "Back Bay's Hidden Treasure: The Church of the Covenant" (led by Dr. Brenda Lynne Leach, Director of Music and Creative Arts, Church of the Covenant)
- June 17: "French Influence on Back Bay Planning and Architecture" (with historian Ed Gordon)
- June 18: "Walk through History: Back Bay" (led by Wayne Kalayjian)
- June 20: "Boston's Lesser-Known Architects: 1870-1920" (with Wayne Kalayjian)
- June 24: "History and Architecture of Monhegan Island, Maine" (with Ed Gordon)
- June 26: "A Walking Tour of Ashmont and Ashmont Hill, Dorchester" (led by historian Anthony Sammarco)
- July 1: "Mt. Auburn Cemetery: A Walking Tour" (led by Ed Gordon)
- July 15: "The History of French Architecture: From Gallo-Roman to the Palace of Versailles" (with architect & historian Felice Bezri)
- July 16: "Back Bay Mansions: A Lunchtime Mini-Tour" (led by tour guide Joanne Arnaud)

- July 17: "Boston Then and Now: Part II" (with historian Anthony Sammarco)
- July 18: "Why Buildings Stand: The Science of Architecture" (with Wayne Kalayjian)
- July 18: "Walking Tour of the North Slope of Beacon Hill and the West End" (led by Lawrence Lewis)
- July 18: "A Century of American Decorative Arts: 1850-1950" (with art historian Kimberly Alexander Shilland)
- July 20: "Walking Tour of Elegant Copley Square" (led by Lawrence Lewis)
- July 23: "A Walking Tour of Savin Hill" (led by Anthony Sammarco)
- July 24: "The Art and History of Picture Framing" (with frame historian Michael Allen)
- August 6: "A Walking Tour of Boston's Stage: The Theater District" (led by Kimberly Alexander Shilland)
- August 8: "Boston's Lesser-Known Architects: 1870-1920" (with Anthony Sammarco)
- August 20: "A Walking Tour of Milton Hill" (led by Anthony Sammarco)

Classes and tours are open to everyone and BSA members enjoy a 10% discount. For details on all of these programs and registration information, call 617-267-4430 or 617-595-6350.

Linda Springer

PageWorks and graphic designers lease space in The Architects Building

PageWorks, the desktop publishing service formerly in Harvard Square, has leased the first floor of The Architects Building and soon will be open for business. The third floor, the only remaining floor available, has been leased to Kohn & Cruikshank Graphic Designers.

These two new tenants join the BSA and Consulting For Architects, the BSA-related placement service, in The Architects Building, which is now fully occupied.

MacLean explores "organic architecture" at BSA this month

Henry MacLean AIA believes that we are learning that what actually initiates and then accompanies the physical clean-up of our environment is a spirit of clean housekeeping. So as we develop new strategies in economics, policy, design and innovation with regard to our architecture (which accounts for 40% of our national energy bill and is where we in the "developed" world spend 90% of our time), MacLean says we can begin to understand and remember how our structures "must evoke the pure wonder of spirit and life itself."

In his slide-show presentation on June 25, MacLean will review the roots of Western organic architectural form that have informed our current American vernacular here in the Northeast, focusing on tools of geometry, symbolism, placemaking/sustainability. The "organic architecture" of Native America and contemporary European forms will be examined to determine what makes work "organic", and what advantages this work can offer us in our New England landscape today.

A synopsis of regional perspectives with regard to sustainability will be covered as well to illustrate the need to create the 'new temples in the landscape' today.

MacLean's presentation, open to all, begins at 6:30 pm on June 25 at The Architects Building. Call the BSA (617-951-1433x222) to let us know you are coming; there is no charge.

Ed. note: Henry MacLean AIA, a practicing architect and builder in the Boston area, is co-chair of Architects for Social Responsibility and co-founder of the "organic" organization called Timeless Architecture, which he helped establish in 1987.

"Pedal Across America" architect reaches Kansas

Boston architect Richard Moore AIA left Los Angeles on May 11 and is heading home on his Bike-Across-America/Homeless Pledge Ride. The funds raised from this ride will help underwrite a re-printing of 10,000 copies of the "Guide to Boston-area Shelters & Food Service Programs" produced by the BSA Task Force to End Homelessness of which Moore is a member.

Moore has raised \$3500 of his \$5000 goal and is still encouraging Boston firms to sponsor a particular day of his ride by making a \$100 pledge. Sponsoring firms to date are: Cannon; Goody, Clancy & Associates; Sunset Street Associates; TMP Consulting Engineers; Talbot Interiors; and Consulting For Architects. Interested firms may send a donation payable to Richard Moore AIA, "Pedal for Power", 40 Prescott Street, Brookline MA 02146.

A grand finale celebration for the 75 participating Pedal Across America cyclists will take place in Boston at Lindeman Field on the Charles River Esplanade at 12:30 pm on June 27. Everyone is encouraged to come!

The economy, new work, marketing dominate Build Boston '91

Last November, over 8,000 building industry professionals assembled at Build Boston '90 to explore the early stages of the recession and to identify ways to respond to that reality. As we approach Build Boston '91 in November (it's only a few months away), the economic impact of the recession is now being felt full force by the profession in the Northeast and elsewhere.

The nationally renowned Build Boston workshop program is planned specifically to address those issues that are crucial in this recession economy — niche marketing, nitty-gritty management tools, firm survival techniques, professional pride and over 100 other sessions shaped and led by the leaders in the industry.

Build Boston '91 is November 20, 21 & 22. The program and registration package will be on your desk in early September. The registration deadline for Build Boston workshops is October 25. Mark your calendar. Tie a string around your finger. Profit from the hard school of recession economics. See you there.

Ed note: While Build Boston workshops will help you cope with the recession, they will also help you prepare for the end of the recession. Be prepared. Prosperity is on the way.

Logan Airport lands at BSA

Have you got travel plans this summer? Check with us to see what's in the wind at Logan Airport. The future of Logan Airport is the subject of an exhibit sponsored by Massport at The Architects Building from July 29 to August 23. A gallery talk will be hosted by Massport on Thursday, August 1, 6:00-7:30 pm. There is no charge or reservation necessary and the talk is open to all.

The Massachusetts Port Authority is currently advancing a 10-year capital improvement program for Logan Airport. This includes replacement and renovation of airline terminals and improvements to airport infrastructure and support facilities. It is intended to ensure that Logan Airport continues to maintain current industry standards and accommodates more wide-bodied aircraft. . . , and takes advantage of the improved airport access that will result from completion of the Third Harbor Tunnel.

The Authority has begun a major planning and programming phase of work to define the projects in the modernization program at a level of detail needed to begin design. Development of design guidelines addressing the visual character and aesthetic "image" of the improved Logan Airport will occur concurrently with this programming effort.

Massport's exhibit of the Logan Airport Modernization Program will include preliminary concept plans for the terminal area improvements. It will also feature the results of Massport's competition to select the architect who will prepare the design guidelines for the Modernization Program.

Also from July 29 to August 23, a display of Designs for a Better Bay will be on view on the 4th floor of The Architects Building. The designs are the results of a juried program to recognize and reward those in the public and private sectors who have acted to promote environmentally sensitive land development. Plans and designs were sought of development within Rhode Island and the Massachusetts portion of the Narragansett Bay watershed.

AIA Documents
617-951-1433x221

New law defines "freelance" consultants as employees

New Section 148B of Massachusetts General Laws Chapter 149 became effective on March 29, 1991. As a practical matter, it is now virtually impossible for architects, engineers, graphic artists, and other designers to treat legally most individuals as "freelancers" or "consultants," rather than as employees, for the purpose of payment of wages (including holiday and vacation payments) under Chapter 149. As a consequence, it will likely also not be possible legally to avoid withholding federal and state income taxes and contributions to social security, Medicare, unemployment and workers compensation funds.

The new law provides that any individual who performs any service for another party shall be deemed to be that party's employee. The party "employing" such individual can rebut this presumption of employment only by showing that each of the following three requirements is met:

- (1) The individual has been and will continue to be free from the "employing" party's control and direction in connection with the performance of such service.
- (2) The service performed by such individual is either outside the usual course of the "employing" party's business or, if not, is performed outside of all of the "employing" party's places of business.
- (3) The individual performing such service is customarily engaged in an independently established occupation, profession or business of the same nature as that involved in the service performed.

As can be readily discerned, the typical use of "freelance" consultants will fail at least one, if not all three, of these mandatory tests.

For example, the typical "freelance" consultant's work is performed under the direction and control of the "employer" who determines what tasks the consultant will perform, when the consultant will perform them, how long the consultant will perform any given task, when to reallocate the consultant's time to other tasks and, often, the manner in which the consultant will perform his/her tasks. As such, the requirements of the first test will not be satisfied.

The typical "freelance" consultant also works at the place of business of the "employer" rather than at the consultant's place of business, thus failing the second of the three tests.

And, typically, the "freelance" consultant has not established himself or herself

legally as a separate business entity, is not fully employed elsewhere and seeks gainful "employment" for whatever length of time suits his or her convenience or financial requirements. As such, the third required test will not be met.

Prior to the effective date of this law, the Massachusetts Department of Labor and Industries, in an action to enforce the payment of wages, was required to prove that the "freelance" consultant was an employee under Chapter 149. This new law shifts the burden of proof to the "employer" to prove that the individual is not an employee by establishing compliance with each of the three mandatory tests noted above.

Failure to comply with the new law's requirements may result in the imposition of fines of \$100 to \$1000 and/or up to two months' imprisonment.

Although this new law does not address the following matters, since it deems "freelance" consultants to be employees for purposes of the payment of wages under MGL Chapter 149 (unless the three-pronged statutory test can be satisfied), it is almost certainly the case that under other applicable laws such consultants will also be considered employees for purposes of federal and state income tax withholding, for contributions to social security, Medicare, unemployment and workers compensation funds, and for purposes of entitlement to other benefits normally accorded employees of the "employer."

Architects and other designers would therefore be well-advised to review their hiring and employment practices to ensure compliance with this new law's requirements, with corresponding requirements concerning federal and state income tax withholding and social security, Medicare, unemployment and workers compensation contributions, and with applicable requirements pertaining to employee benefit programs.

*Timothy R. Twomey, Esq.
The Heuer Law Group*

Ed. note: The BSA has copies of this new law. To obtain a copy, send a 29¢ SASE to the BSA with your request. Non-members should enclose \$5 in addition to the SASE.

Design awards dress up The Architects Building

The Governor has designated June as Architects Month in the Commonwealth. In celebration of that significant gesture, the Exhibits Program at The Architects Building is featuring the work of architects who received design awards from the BSA this year. You saw them published in the May edition of the ChapterLetter.

If you were unable to join us at the BSA Awards Celebration in April, please be sure to stop by The Architects Building at 52 Broad Street and take a look at the award-winning work of your Boston colleagues. The exhibit runs from June 12 to July 19, please call the BSA at 617-951-1433x221 for gallery hours before you come.

For those of you with idle hands, the Exhibits Committee is seeking help with exhibit preparation, planning, design and installation. If you are interested in helping us make the profession look good, please call me at 617-951-1433x225.

Alexandra Lee

Alternate housing design charrette planned

The BSA's Women in Architecture Committee is co-sponsoring a design charrette with the Women's Institute for Housing and Economic Development. The charrette will focus on alternative housing for three different user groups, each with its own specific site. This event — including a panel discussion on October 25 and the design charrette on the following day, October 26 — is an opportunity to respond with housing design assistance to groups now serving low-income women in need of shelter with special services.

The Women's Institute is a non-profit organization that provides real-estate and program development assistance to grassroots women's organizations and service groups developing housing for low-income women.

The charrette, involving the team efforts of participants, is open to all BSA members and students. People who are interested in helping the Committee prepare for the charrette or in participating in the design action are invited to call Nancy Angney AIA (617-964-1700; DRA Architects) or Francy Andrews (617-536-1331; CityDesign Collaborative).

Will you help lead the way for future architects?

In high school, did you dream of being the next Frank Lloyd Wright but didn't know what architecture was really all about? Do you wish you could have met real architects and discussed real issues pertaining to education and career options?

Today's high school students and others considering a career in architecture have the opportunity to learn more about the field at the BSA's Annual Career Day scheduled for October 12 at Harvard's GSD. Career Day attracts over 300 high school students and their parents from New England. This free event gives them the opportunity to meet with representatives from two dozen U.S. schools of architecture and to learn more about architecture through workshops led by design professionals.

Architects are invited to lead these 45-minute workshops during Career Day. In the past, workshop topics have included: computers in architecture, career options, interior design, modelmaking, college options and financial aid.

If you are interested in spending a Saturday morning helping future architects, please call Kristen Antonuccio at the BSA (617-951-1433x222).

This is it until Labor Day

You may have noticed that this issue of the ChapterLetter is identified on page one as the "Summer" issue. That is because this is a combined June/July/August publication and the next time your desk will be strewn with the inserts from this newsletter will be on Labor Day when the next issue arrives.

The Classified, however, will continue to be published in July and August. The deadline for the July issue of the Classified is June 10; the Classified deadline for the August issue is July 10; the Classified deadline for the September issue is August 10.

Advertising inserts other than the Classified will resume with the September issue. The deadline for inserts for September is August 20. For information on Classified advertising and advertising inserts, call Kristen Antonuccio at 617-951-1433x222.

Limitation of liability clause added to AIA Document

The AIA and DPIC Companies reported recently that a new limitation of liability clause has been added to the AIA's standard B-141 contract for the first time. Copies of the AIA's B-511 document, which amends B-141 and contains the new limitation of liability clauses and information on the reasons for using the limitation clauses, are available from the BSA.

The BSA also has published a new, improved, cleaned-up version of the comprehensive AIA Documents list and order form and it is inserted in this issue of the ChapterLetter.

All AIA Documents may be ordered directly from the BSA by visiting the BSA offices, by mail, telephone, fax or homing pigeon. For additional copies of the Documents list/order form, call the BSA at 617-951-1433x221.

Institutional and corporate clients targeted in new AIA guides

The AIA has published two new guides designed to explain the ins and outs of the design process to corporate and institutional clients. Topics in these two excellent brochures include the organization of the building committee, preparing RFPs, explanations on how to hire an architect and what an architect brings to the project that no one else does, information on project-delivery methods, architects' fees, contracts, etc.

If you often find that one of the major problems the profession faces is the inability of clients to understand the value of architectural services and/or the design process, these guides may be useful tools for you as you develop better relationships with existing clients and as you attempt to articulate relationships with new clients.

The two publications are titled "Building Relationships: A guide for businesses on how to work with an architect and get the most for your investment" and "Building Relationships: A guide for institutions on how to work with an architect". Both are handsome and very accessible guides and are available directly from the AIA. For price and ordering information, call 800-

242-1410. The BSA has reference copies of both publications in the BSA office for members who wish to peruse these publications.

Mayor Flynn proposes to honor Felicia Clark

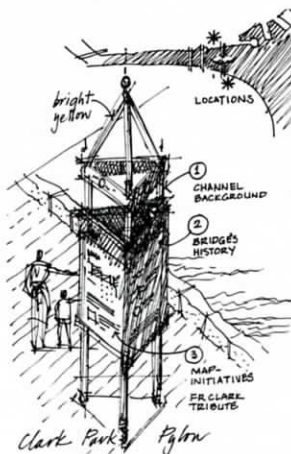
The following is the text of a letter Boston Mayor Ray Flynn recently sent to BRA Director Stephen Coyle proposing to commemorate the late Felicia Clark of Todd Lee/Clark/Rozas.

Dear Stephen:

Felicia Clark died a little over a year ago. As a dedicated urban planner, she devoted most of her life's work towards convincing us about the importance of making our City's waterfront – and Fort Point Channel in particular – more accessible, usable and attractive for everyone. The community of Boston is forever richer for the gifts of her insight, spirit and faith in our better nature.

In order to ensure that her life and her contributions are not forgotten, I am asking all appropriate Commissioners and department heads to work closely with her family, friends and the Fort Point community to find both a temporary site for an interim commemorative, as well as a suitable location at the eastern end of the old Northern Avenue Bridge known as Clark Park. Please set up a working group so that the site selection and design process may move forward as quickly as possible.

Sincerely,
Mayor Raymond L. Flynn



The drawing to the left is the Clark Park pylon proposed for the Northern Avenue Bridge.

Accessibility and adaptability guidelines imminent

This month's adaptable housing news is that, if all goes well, the Massachusetts Architectural Access Board (MAAB) will be able to issue new regulations (additions and revisions to the present MAAB regulations) by November 1991. The development of these regulations is mandated by Chapter 722 (the Massachusetts adaptability statute), and their presence will provide designers with specific technical rules to follow in the design of adaptable housing. They are intended to provide accessibility equal to or greater than those provided by the HUD Guidelines, the final version of which was issued in the *Federal Register* (March 6, 1991 edition).

Stay tuned for notice of the public hearing process that would accompany the issuance of new regulations. A draft should be available later this Summer; watch the *Globe* for the public announcement. Feel free to direct all questions to me at Goody, Clancy (617-262-2760) or to the Massachusetts Architectural Access Board (617-727-0660).

Regarding ADA (the Americans with Disabilities Act), signed into law by President Bush in July 1990, the U.S. Department of Justice issued draft guidelines in January 1991. The draft is based on UFAS (Uniform Federal Accessibility Standards, which was based on ANSI A117.1). The AIA collected several dozen comments on this draft, including comments from the BSA. The public comment period may be over by the time you read this; final guidelines should be out in July. On the home front, the MAAB is soliciting proposals to help decide how to achieve substantial equivalence with ADA in Massachusetts. In the meantime, design professionals would do well to (a) get the AIA's ADA Kit and (b) become familiar with UFAS, at least until the MAAB regulations have been modified to be consistent with ADA.

Once both the Adaptable Housing amendments and whatever ADA-related amendments might be developed in the next few months are incorporated into the MAAB regulations, it should be possible for designers on Massachusetts projects to follow MAAB guidelines and be confident that the corresponding Federal regulations also have been met.

With the proliferation of access regulations, the AIA on the national level and the BSA's Liaison Group on the local level are attempting to improve the clarity and

appropriateness of whatever regulations are enacted. At present, however, it seems unlikely that Massachusetts will adopt Federal standards for accessibility.

*Roger N. Goldstein AIA
Chair, MCAIA/MAAB Liaison Group*

Ed. note: These legislative issues are the subject of the June 28 Codes Committee meeting. All are welcome; see Calendar on last page.

Housing Committee wows BSA Board

BSA President Richard Bertman FAIA reports regularly in this column on actions taken by the BSA Board of Directors.

An extraordinary slide-show that poses the fundamental planning and growth issues for Massachusetts municipalities was the highlight of our April meeting. The slide-show, which uses stunning visual images to compare well-planned towns and neighborhoods to those planned without adequate attention to the implications of zoning or other restrictions, is another BSA Housing Committee effort to draw public attention to Massachusetts planning and growth issues.

Housing Committee chair Willy Sclarsic AIA commended his Committee colleagues — John Altobello (the architect who is chairing this task force), Liviu Brill AIA (Vitols Group), Boston Housing Consultant Anne Gelbspan, Amherst architect Peter Kitchell (Kitchell & Austin), Erik Radine AIA (The Line Company), Jennifer Shakespeare AIA (Design Associates), Missy Sittler AIA (Dyer/Brown), and Anne Tate (Abacus Architects) — for the extraordinary amount of time they donated to create this high-impact presentation. Sclarsic said the slide presentation is being made available to every municipality in Massachusetts as well as to developers and others seeking assistance in explaining planning and growth issues. For more information on this and other Housing Committee efforts, call Sclarsic at 617-574-9669.

At the same Board meeting, we also focused on:

- The effort by the Legislative Affairs Committee, chaired by Gadsby &

Hannah's Stan Martin, Esq., to require an architect's stamp in Massachusetts on any project in excess of 25,000 cu. ft. (This is part of the Committee's larger effort to halt the construction of buildings in Massachusetts that lack the legally required stamp of a design professional.)

- Board Member Antonio DiMambro AIA's suggestion that the BSA expand its international exchange efforts to include a "Team Ten" - like international discussion of design.

- The development of a long-term building endowment program to finance the operation of The Architects Building.

We also unanimously endorsed the report of the BSA Honors & Awards Committee, chaired by Elizabeth Padjen AIA, which included nominations of BSA members for the AIA College of Fellows and numerous other AIA and BSA honors, all of which will be reported in these pages in the coming months.

*Richard Bertman FAIA
President*

Jung/Brannen staff wins fifth straight Rotch



Joslin Stewart (above) was identified at the BSA's Spring Design Awards Celebration in April as the 1991 Rotch Scholar. Stewart won this year's \$18,500 scholarship on the basis of his solution to a competition program written by Robert Kramer FAIA.

Stewart works for Jung/Brannen and this marks the fifth year in a row in which the Rotch Scholar has been a Jung/Brannen employee. This year's second prize winner is Shannon Taylor Scarlett who works at TAMS Consultants. For more information on the Rotch Scholarship program call Kristen Antonuccio at 617-951-1433x222.

State sales tax may still affect architects

Although the controversial professional services tax was recently postponed and later repealed, it appears that tangible goods such as models, photographs, renderings, etc. (which are commonly provided to clients in conjunction with typical architectural services) may be subject to the Massachusetts state sales tax on retail goods in certain situations. It also appears clear that some individuals/firms may be unaware of this possibility and that, as a result, the tax is not consistently collected/paid. However, whether or not a retail tax may be due depends upon the individual circumstances and, although each individual/firm should consult its own tax counsel about current (or proposed) law on the matter, recent interpretation would appear to indicate the following:

While a sales tax may be applicable to a certain transaction of "tangible property", it appears clear there is no intent that the tax be "pyramided" over several transactions. The parties involved should therefore be aware where/if a tax is applicable and whether or not it has been implemented. For example, if architectural Firm A is commissioned by a client to provide a model of a proposed project as part of its professional services and Firm A subcontracts the building of that model to model-building Firm B, unless otherwise exempted under the law, it may become Firm A's responsibility to charge, collect and pay the State a sales tax on this product if the tax has not already been applied by Firm B.

Although the model produced by Firm B (whose primary function is to produce and distribute a product rather than a service) would presumably be subject to a sales tax at some point, whether or not that point is the transaction between Firms B and A or between Firm A and its client would depend upon a number of factors including the relationship of the model to Firm A's total services as illustrated below.

If Firm A's primary service to its client is to provide the model subcontracted to Firm B, the sales tax (if one is applicable) should typically be charged at the transaction level between Firm A and its client (the final sales level in the distribution process) rather than at the Firm B-to-Firm A transfer level. Of course, if Firm A's client intends to re-sell the model for some reason, the "final sales level" would then presumably be the client's responsibility.

On the other hand, if the provision of a model by Firm A to its client is an "inconse-

quential element" (which, in at least some cases, has been interpreted as having a value of less than 10% of the total charge) of Firm A's total professional services (and for which no separate charges have been made), then a sales tax would not typically be due from Firm A. A sales tax, however, may still be applicable at the Firm B-to-Firm A transaction level and thus Firm A should be aware of whether or not a tax has been applied since Firm A may otherwise inherit some obligation with respect to same.

Other factors that may have bearing upon whether or not Firm A has a sales tax obligation (even if the value of that portion of its total services is "inconsequential") could include: whether or not the tangible property/goods (models, etc.) are the subject of a separate contract or charge (rather than being included generally within the total services fee); the specific purpose of the tangible property (*i.e.*, is it merely a design tool to help Firm A fulfill its professional services or is it in itself a product to be delivered to the client?); whether or not Firm A or the client ultimately retains "title" to the tangible property; and, of course, whether or not the project is tax-exempt.

These brief comments are by no means intended to be conveyed as absolute guidelines or legal advice as to whether or not individual architects or firms may be responsible for sales taxes on certain portions of their professional services, but are intended to make architects aware of the possibility that they (or their agents) may be responsible and may wish to take appropriate action.

*Charles Worcester AIA, Co-Chair
BSA Professional Practice Committee*

BSA public programs expand once again

As part of the festivities leading up to the 1992 AIA Convention, the BSA's public programs will be expanded in the Fall to include an exciting subscription series of tours open to anyone with an interest in architecture.

Tour destinations might include a special look at architects' homes, or exquisite restorations of buildings on Benefit Street

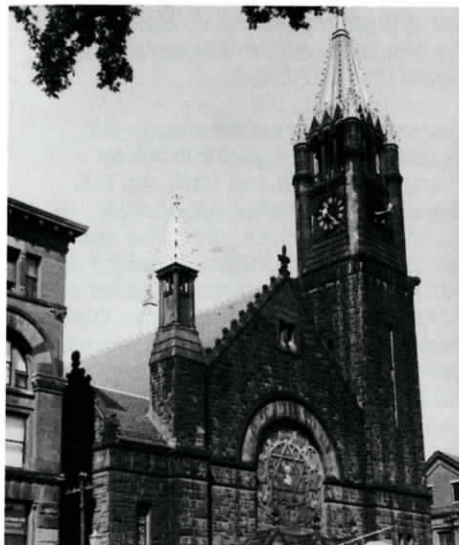
in Providence, RI, or Newport Mansions attired in stunning Christmas decorations, or even a haunted look at the history of Salem as the witches return for the 300th anniversary of the witch trials.

The architecture that surrounds us throughout New England is a continuous source of wonder and offers us unending pride in the place we all call home. Join us for a deeper look behind the scenes of some very special New England places.

Watch the September ChapterLetter for further details.

Alexandra Lee

Art & architecture



Sculptor Reno Pisano and architect Robert G. Neiley AIA collaborated in the reconstruction of the facade spire of the Faith United Church in Fitchburg, toppled by a windstorm. The turn-of-the-century structure is listed in the National Registry; its Romanesque capitals were re-created from 400-pound blocks of brownstone, restoring the crocketed, copper-roofed landmark to its former prominence.

For suggestions of art and architecture projects to be highlighted in this Art & Architecture Committee column, call Committee Co-Chairs Vcevy Strekalovsky AIA (617-749-4160) or Joan Bragen (617-227-0270).

New legislation affects architects

This is another in our regular reports of bills filed on Beacon Hill which may be of interest to architects.

Art in Construction. At least four bills have been filed this year to suspend or eliminate the requirement that one percent of the construction cost of a public building be expended on art. To suspend: S1082 and S1085 (Sen. Kirby). To eliminate: H641 (Rep. Constantino) and H479 (Rep. Hynes).

Architects' Liens (H3267 - Rep. Sullivan). This bill was proposed to extend the coverage of the mechanic's lien statute to architectural design services, something not presently covered by the lien statute. The bill did not succeed this year but the BSA will continue to pursue the issue of mechanic's lien protection for architects.

Tort Liability for Volunteers (H1025 - Reps. Kelly and Dalton). This bill provides that "no person who without compensation and as a volunteer renders services in regard to projects for public school systems or public parks shall be liable for any civil damages as a result of any acts of omissions in rendering such services." The immunity does not extend to intentional or grossly negligent acts/omissions.

School Building Assistance Bureau (H340 - Rep. Murray; H1895 - Reps. Pacheco, Patjakis, Murray and Giordano; H4665 - Rep. Evans). These three bills have been introduced to extend or increase SBAB funding or to authorize additional bond issues to fund school building construction.

Interior Designers (H949 - Rep. Bosley). The bill, which would establish a Board of Registration of Interior Designers, has been sent out by the Government Regulations Committee for further study before any action is taken by the Legislature.

Universal Health Care (H5273 - Rep. Galvin). This bill would repeal the recently enacted universal health care law. This bill also has been sent out for further study.

Stan Martin, Esq.

Martin, chair of the BSA/MCAIA Legislative Affairs Committee, is an attorney with Gadsby & Hannah. To work with the Committee on any legislative issue, call Martin at 617-345-7000.

Harkness to receive BSA Award of Honor



TAC founding principal Sally Harkness (above) has been named by the BSA Board of Directors as the recipient of the BSA Award of Honor.

"Few people in our profession," noted BSA President Richard Bertman FAIA, "have enjoyed as varied and as significant a career as Sally Harkness." Bertman, in announcing the unanimous vote of the BSA Board to honor Harkness, underscored her pivotal role in the creation of TAC and her endless contribution of time and intellectual energy to the profound design issues of our time. Harkness, who retired from TAC last year, remains at the center of a number of efforts to elevate public professional awareness of environmental issues, sustainable design, and the broader public responsibilities of architects.

A special banquet in honor of Sally Harkness is set for November 21, 1991 in the midst of Build Boston, the BSA's annual convention.

Sole practitioners — a workshop just for you!

The BSA's Sole Practitioners Group is pleased to present "Optimizing Your Practice," an interactive workshop presented by Jim Franklin FAIA, Resident Fellow of the AIA. The curriculum is specifically for the architect who is or wants to practice on her/his own. The session starts Friday evening, October 4, 1991, and continues Saturday October 5.

The fee of \$125 includes all course material, the Friday reception and Saturday lunch. Topics covered include:

- Making projects. . . Client Development, Communication Skills, Negotiation, Contracting.

- Managing Projects. . . Doing Small Projects, Improving Design Quality, Time Management, Collecting Fees.

- Managing the Practice. . . Financial Management, Monitoring Performance, Projected Trends.

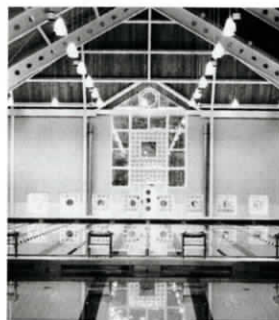
The seminar workbook covers additional topics including Managing The Future and covers tools, tips, and tactics, plus exercises to evaluate your own performance. The workshop is interactive with focus discussion groups.

Results of the BSA Sole Practitioners Profile Survey will also be available to help you see where you fit in the continuum of diversity.

Registration will be limited; call the BSA now (617-951-1433x222) if you wish to receive a registration form.

*Paul Minor AIA, Co-Chair
Sole Practitioners Group*

PDR and Abacus win national awards



At the BSA's Spring Design Awards Celebration in Quincy Market in April, the American Institute of Steel Construction announced that its

Architectural Award of Excellence was going to Perry Dean Rogers & Partners for the firm's William M. Bristol, Jr. Pool (above) at Hamilton College in New York.

It was also announced last month that Boston's Abacus Architects won *Progressive Architecture's* national Affordable Housing Design Competition. The news of the P/A award to Abacus came as the firm joined a dozen other Massachusetts firms for last month's special edition of "Conversations", the BSA's monthly design discussion series that focused in May on the P/A competition.

Design charrette succeeds in every way

The weekend design charrette ("Visions of Sustainability") held in April at GSD by the BSA's Architects for Social Responsibility Committee (ASR) was intense, frustrating and exhilarating as four interdisciplinary design teams attempted to integrate sustainable use and technologies with design concepts and strategies for viable development.

The Metropolitan State Hospital site was used as the case study for the charrette. The upbeat ending on Sunday evening, after the four teams presented their proposals, has led to further steps to make the experience and its findings easily accessible by the profession and the concerned public.

We have projected four types of activities to continue to promote sustainable design and technology:

Exhibits. Plans to exhibit the four schemes at The Architects Building and at area schools are under way.

Publications. "Visions of Sustainability: A Sourcebook for Environmentally Responsible Design" is now available from the BSA for \$15. The Sourcebook contains a background primer on the issues of shelter, land use, and support systems, in addition to a bibliography for readers wanting to read further on any of these subjects. The Sourcebook also includes a section following the CSI format with information on products that make use of recycled and waste materials; products whose manufacturers claim low toxicity in production, use and disposal; and products that offer superior efficiency in the use of raw materials. (ASR is also seeking funds to publish a further report that documents the charrette process and the four team solutions.)

Community Outreach. A "Visions of Sustainability" lecture and presentation will be part of the 1991-92 BSA Lecture Series; a follow-up sustainable design workshop is set for Build Boston in November and slide and lecture presentations are being offered by ASR members to community organizations engaged in environmental issues that were the subject of the charrette (and of the ASR articles in the March and April issues of the ChapterLetter).

Fund Raising. ASR is soliciting foundations and others to support these activities. Please call the ASR Charrette Committee at the BSA if you would like to help. Our spirits are willing, though our credit is weak.

We are particularly grateful to all of those who helped make the charrette possible and we look forward to adding others (you?) to this list of extraordinary supporters of ASR and the charrette: the Charles Bird Foundation, the BSA, the Boston Society of Landscape Architects, the ASLA Student Chapter/Harvard GSD, The Charrette Corporation, the Northeast Sustainable Energy Association, the Massachusetts Division of Capital Planning and Operations, the Metropolitan Area Planning Council, the Taha Restaurant, the Panini Bakery, the Middle East Restaurant, and the Cambridge Food Coop.

There were many people in the design community who gave a lot of time and effort to preparing the Program and the Primer for the charrette. We would like to single out John England AIA, Joanne Herrigel, Paul McWilliams, Lucy Pedler, Anne T. Pettus, Chuck Redmon FAIA, and Wendy Richter.

And last, but by far not least, we wish to thank the ASR Charrette Committee for all the charretting it did during the past months to make "Visions of Sustainability" such a success: Alicia Goldman-Angel, Lee Cook Childs ASLA, Bruce Coldham, Gina Foglia ASLA Assoc., John England AIA, Sarah Harkness FAIA, Henry MacLean AIA (Co-Chair, ASR), and Cahal Stephens AIA, RIBA.

This interdisciplinary group is practicing as well as preaching the goals of sustainability. We urge our fellow professionals to attend our ASR meetings on the fourth Tuesday of each month at The Architects Building, 52 Broad St., Boston at 6 pm. Please call me at Design Guild, 617-426-0432, for further information.

Mary Otis Stevens AIA
Co-Chair, ASR



Products of the charrette

Three publications emerged from the "Visions of Sustainability" design charrette and are available from the BSA. The first, noted in the other article on this page, is "Visions of Sustainability: A Sourcebook for Environmentally Responsible Design", a 65-page compendium of sustainable design background information, strategies, site design issues, zoning and land-use regulations, the integration of natural systems, energy supply and use, air quality, water conservation and use, waste/nutrient cycling, an extensive bibliography and the 18-page CSI-formatted catalogue of "sustainable design" products and services. This excellent publication is available from the BSA for \$18 (\$15 for BSA members). This is item #87 on the BSA's Special Publications list inserted in the Chapter-Letter.

The 33-page Primer for the design charrette is also available in limited supply. The Primer includes much of the same information available in the Sourcebook except for the 18-page catalogue of product and services. The third charrette publication available and in short supply is the Program for the design charrette. The Program is eight pages of text with an additional eight pages of maps, site plans and related exhibits. A few copies of the Primer and the Program are available for \$12 (\$10 for BSA members).

Finally, a companion volume that was produced in connection with ASR's November 1989 symposium on sustainable design is still available. This publication, which is a nice compliment to the three charrette publications noted above, is titled "Architectural Responsibility for the Planet: Exploring Designs for Sustainability." This is a 20-page symposium report with keynote address and presentation abstracts. It is item #65 on the BSA's Special Publications list and is available for \$20 (\$10 for BSA members).

To order any of these publications, send your name, address, daytime telephone number and payment (Massachusetts residents add 5% sales tax to all orders) to the BSA, 52 Broad St., Boston 02109. Credit-card orders may be faxed to 617-951-0845.

They're decoding the codes and you can help

Last month they sponsored the day-long workshop on the new Massachusetts building code. For the past few months, they have been pushing for a consolidation of all the State's codes agencies. For years, they have been providing workshops, ChapterLetter articles, and other guides for building industry professionals faced with the intimidating array of building codes in Massachusetts. "They" is the BSA Codes Committee, chaired by Walter Adams AIA and Lew Colten AIA. Adams, who is Newton's Building Commissioner, and Colten, who is with Sasaki Associates, jointly have led the Codes Committee for the past few years during Massachusetts' most active codes period in years.

The Codes Committee meets every month at The Architects Building in an attempt to stay on top of new codes proposals, new interpretations of regulations, and changes in codes agency procedures. Periodically, the Committee invites a public codes agency official to its regular meeting to explore specific codes and regulations issues. The Committee publishes a list of code agency officials and codes consultants; the list is available from the BSA.

All readers are invited to join the Committee at its regular meeting on the fourth Friday of each month at noon in The Architects Building (call in advance to reserve a lunch). For more information on the Committee and its work, call Adams at 617-552-7015 or Colten at 617-926-3300.

The Service Center

Some day soon the economy-stimulating sources of public work will come bouncing back to help end this recession. When that happens, we should be better prepared to deal with public agencies than we typically have been in the past. For years, architects and allied professionals working through a variety of BSA task forces have been working with our allies in EOCD, DCPO, the public health agencies, school facilities agencies, and other public agencies in Massachusetts to streamline public agency regulations, to re-write public agency design contracts, to help shape public agency RFPs so they are more clearly informed by the real nature of professional design services, and gener-

ally to make the processes that lead to public design work and the construction of public projects more efficient, more informed, and more likely to produce good design. Dozens of architects and allied professionals have focused on these issues for years to the benefit of the building industry, state government, and the public. They need your help. No matter what area of public work your firm enjoys or seeks, the BSA has a task force or committee ready to benefit from your expertise and interests. Call committee traffic cop Richard Fitzgerald today (617-951-1433x232) to make the connection now.

Next month: Members' Service #8.

Chess (and architecture) makes kids smart

Over the past six months, Boston psychiatrist Michael Charney, M.D. has started chess programs in about 45 Boston, Cambridge, Somerville and Arlington sites and has taught over 60 youth workers and 20 volunteers how to teach kids chess in an enjoyable and effective way. The point of Charney's "Games/Chess Project" is to promote chess to inner-city kids as a way to learn how to concentrate, to think, to plan and to solve problems with discipline and creativity. Charney believes chess channels aggressive and competitive drives and inspires intellectual curiosity.

Now Charney wants architects to help. In recent discussions with the BSA, Charney has proposed a design competition that would involve architects (on a *pro-bono* basis) in the design and construction of large-scale, outdoor chess sets for public use in public outdoor spaces in and around Boston. Working with Bill Hubbard AIA and other BSA members, Charney has begun to seek other architects who might be interested in this project and to begin to think through the ramifications of a design competition of this kind. If you are interested in working with Charney in any way — as a designer, as a competition advisor, as an assistant in his Games/Chess Project — call him in Boston at 617-247-4119. Most of Charney's volunteers currently come from Harvard Medical School, where he teaches psychiatry, and he needs more assistance now from professional designers.

It's still the same BSA. . . but a little more wired than usual

"You have reached the Boston Society of Architects. If you know your party's extension, you may dial it anytime during this message."

No, you haven't dialed a wrong number when you hear this message. . . it's just the BSA's new "automated attendant and voice mail" system. Now you can reach us 24 hours a day, 7 days a week! You no longer have to deal with that ancient BSA answering machine that refused to take messages!

With some trepidation and a plea for your patience, the BSA has been forced to convert to "voice mail" to cope with the constantly increasing level of phone inquiries and the constantly decreasing number of BSA staff members.

When you call the BSA, you now will be offered a direct-dial and message-taking "menu" that will enable you to dial directly for information on specific BSA services and programs or you may skip the recorded message altogether and dial directly to any BSA staff person (Kristen Antonuccio - 222; Robert DeVeau - 236; Richard Fitzgerald - 232; Stephanie Jones-Bramble - 221; Alexandra Lee - 225; Penny Mitchell - 228; Paula Smith - 235).

Still unsure of whom you should dial? A real, live receptionist will leap in to solve your problem. Haven't got a touch-tone phone? One moment please and our receptionist will be right with you.

Thank you for your patience. . . and thank you for helping us get accustomed to the wonderful world of fiber optics and recession staffing.

*Robert DeVeau
BSA Systems Manager*

Build Boston booths
800-447-7112x236

Games multiples play

The following is reprinted with permission from The Parkhill Report, a Michigan-based newsletter for A/E/P firms published by Parkhill and Company, a management consulting firm.

Whether your firm's fees are billed hourly, are fixed sums, or are determined on a cost-plus basis, the use of the correct "multiple" is a prerequisite to financial success. Multiples, however, can take several forms to reflect meaningless, confusing misrepresentation of the facts.

The concept of the multiple is simple. It attempts to account for the overhead and planned profit attributed to a unit of direct labor. If a firm has accurately calculated its multiple of Direct Salary Expense at 2.8, for example, then any "unit" of Direct Salary Expense must be multiplied by 2.8 to arrive at the correct billable unit, the amount to be billed to the client which will cause the A/E's costs to be covered, plus a predetermined profit percentage. In-depth explanations of the derivation of the correct multiples are available in many A/E management and financial texts, AIA financial manuals and related publications.

The "multiple" is generally used with two approaches: (1) The Multiple of Direct Salary Expense, DSE and... (2) The Multiple of Direct Personnel Expense, DPE. Direct Personnel Expense is the same as Direct Salary Expense *except* that DPE includes employees' benefits, those that must be provided by law (Mandatory) and those provided by traditional and local practice (Customary). It can include other things as well, as we will see. The American Institute of Architects has promoted the use of the Multiple of Direct Personnel Expense for many years. Some financial consultants are against this approach since it can mean different things to different people. They prefer Direct Salary Expense as more objective and less subject to interpretation. If an A/E firm does not have an intelligent basis for using a particular multiple, either of DSE or DPE, then it is, quite probably, on the way to financial trouble.

A new national marketing and management publication directed at design firms has an article in its current edition which states, "charging clients what you pay your staff per hour is not profitable[!]. To meet overhead expenses, and hopefully, make money, most firms charge a multiple of direct personal [sic] expense or DPE. The 2.5 multiple has been the industry standard for several years." In my opinion, this

kind of advice in an article dealing with fees and profitability is not only wrong, it is dangerous. New principals or other firm members interested in the topic of fee calculation usually have enough problems dealing with the orientation of their thinking toward the management and financial area of firm operation without being misled as to what constitutes an accurate approach to determining a profitable multiple. There is no "industry standard" since all firms have different costs and different profit goals. What direct "personal" expense is, nobody knows since it isn't yet defined.

Clients, even sophisticated ones, who use A/E services on a consistent basis, are frequently bamboozled by the games which are played with multiples. A simple, yet common, misunderstanding is the client's comparison of two firms' multiples when one firm uses the Direct Salary Expense approach and the other has a multiple of Direct Personnel Expense. Since the latter has included benefits on top of direct labor, that firm's multiple should be less than the other firm's approach, if other factors are reasonably similar.

Interestingly, the firm with the "lower" multiple could be achieving a higher billing to the client, not lower. Consider Firm A using a 2.8 Multiple of Direct Salary Expense and Firm B with a 2.65 Multiple of Direct Personnel Expense. If Firm B has a benefits factor of 22%, for example, [its] calculation for one dollar of direct labor would be: $(\$1.00 + .22) \times 2.65 = \$3.23$ billed to client. Firm A's calculation is: $\$1.00 \times 2.8 = \$2.80$ billed to client. But Firm B has a smaller multiple! It makes no difference. It is not the multiple which determines the final cost to the client; it is the multiple times *what it multiplies*. The writer has seen astute business people, even accountants, misled by this simple difference, sincerely believing that the firm with the lower multiple has to be less expensive.

In another attempt to overcome the opposition by illusion, an A/E firm in the East restructured its payroll and its personnel policies [so] that the benefits were defined as a part of salary and [its] approach, though really a multiple of Direct Personnel Expense, was described in all instances as Direct Salary Expense. Thus, the client who had finally managed to see the difference between the two approaches, was suddenly thrust into a new batch of confusion, [presumably] to the

delight of the tricky A/E firm's financial manager. Consider another source of mix-up. When calculating a person's hourly salary rate, some firms divide the number of standard working hours in a year (52 weeks $\times$ 40 hours/week = 2080 hours) by the individual's yearly wage. Since the typical employee has vacation, sick leave, holidays and, perhaps, personal time off, other firms assume the actual number of working hours is not 2080 but 2080 minus all of the above-named non-working hours. What difference does it make? Since the yearly wage remains constant, and the total hours worked decrease, the hourly wage becomes larger, and that hourly wage times the firm's multiplier now produces a larger billable amount per hour of direct labor.

Some firms include bonuses in their benefits factors, others do not. This can be significant if bonuses are large. Other benefit- and perquisite-related items include automobiles, pension plan and profit-sharing payments, 401-K contributions and the like. If Firm A includes all or most of these items in its benefits factor and Firm B does not, Firm B's multiple of DPE will be higher than Firm A's multiple. Yet, it is possible that each firm could be realizing the same billable amounts — that is, the bottom line could be the same for both.

Clients attempting to compare professional fees can easily be misled by the large array of variables which can cause firms' multiples to vary. The variations are often illusory, as shown in the examples, but they are, nevertheless, variations. It is entirely possible that ten different A/E firms could have ten different multiples, some of DPE, some of DSE, some with unique perquisites, some quite conservative and straightforward, and yet all ten firms could be billing a client an identical rate! Recognizing how this happens will prevent your firm from being victimized by these multiple "games" and, by knowing how to respond to clients' concerns on this issue, increase your chances of being the A/E chosen to do the work.

Walter J. Foran AIA

Foran is Chief Executive Officer of Gelick Foran Associates, Ltd., a 26-person architecture firm in Chicago.

Does your place on the short list require accepting the unacceptable?

The following is reprinted with permission from Perspective, the insurance and risk-management newsletter published regularly by Storer Damon and Lund/Boston.

Every time we begin to believe the weeds are under control, a hardy new strain seems to emerge. So it is with contracting for professional services. Frustrated by the distracting annoyance of having to negotiate with architects and engineers seeking fair and equitable agreements, some owners are turning to a troublesome new tactic. It is one you can ill afford to ignore. This weed could take over the garden.

Seeds on a soft breeze

It comes in the form of an ever-so-slight modification to the selection process. It goes something like this:

Also enclosed is a copy of our "Standard Contract for Professional Services." It is the basis for all professional service agreements entered into by this institution. Minor adjustments may be made to suit the specific requirements for the project. . . Please review our terms and conditions, and note any exceptions on the enclosed "Pre-Contract Acceptance of Terms." Use the entire two inches of space, if necessary. . . This form must be signed and submitted with your Statement of Qualifications. We reserve the right to negotiate with alternate candidates if expeditious agreement cannot be reached within the fee structure proposed by the initially selected firm.

This is as close to "Take it or leave it!" as this particular institution feels it can venture without running afoul of public policy. For you, it poses a difficult problem.

Thistles and thorns in the patch

It is not as if the agreement were reasonable or fair. Consider the following sampling of terms. They are taken from a very real "Standard Contract for Professional Services," preselection acceptance of which is currently being demanded by a major university on the west coast in connection with a highly desirable, if somewhat modest, project.

Architect shall be responsible to see that the Project, as designed, can operate as a fully functional, efficient, high-quality facility. . . Architect shall prepare full and complete Drawings and Specifications sufficient for contractors to perform the Work without the need for more drawings, details or change

orders to correct or clarify the Drawings and Specifications. . . Architect is responsible for providing a design which can be built for less than the Construction Budget as determined by construction bids received by the Owner.

There is more in this genre. As ludicrous as the demands may be, the owner's methods are anything but funny. Never mind that the language appears to have been drafted by an attorney whose understanding of design and construction ended with basic Lego. The owner is taking it all very seriously.

The dilemma for you, and for everyone of your competitors for the project, is that you really want the job. It promises to be challenging, prestigious, and professionally rewarding. If you make too much of an issue of the owner's agreement, you may be stopped dead in your tracks by others who are willing to sign the pre-contract acceptance of terms and hope for the best. If you do not, you may find yourself saddled with an agreement under which the very best outcome you can hope for is narrow avoidance of disaster.

Choosing a safe pesticide

So, what do you do? You might start by giving your competitors credit for at least a basic level of sanity. The agreement is no less onerous for them than it is for you. If you can surmount this hurdle, you do have options. Consider the following:

1. Pick a new target. What you have been asked to do is to acknowledge either that no exceptions to the agreement will be taken or that the minor exceptions you have identified represent only your concerns. Why not introduce a third choice? Search the project documentation and the agreement for scope issues which remain unclear and require resolution. If you can find them, take careful aim at the questions they leave unanswered: "We would be pleased to discuss the terms and conditions of your professional services agreement. There remains open, however, a number of uncertainties as to the scope of our services. They include. . . Once the scope of the project is finalized, we will be in a position to identify adjustments which may be needed to meet the requirements of the project. We look forward to discussing them with you."

2. Blur the focus. If you cannot identify elements of scope which afford an opportunity to deflect the owner's focus on terms and conditions, you might try

hanging your hat on confusion as to the owner's intent. Use the space the owner has allocated for exceptions to communicate your uncertainty: "We have reviewed your 'Standard Contract for Professional Services,' and we find it to be an acceptable basis for negotiation. It raises important issues of risk and responsibility, some of which require discussion and clarification of intent. We are prepared to explore these issues with you in detail at an appropriate time."

3. Open a new window. Many issues of risk and responsibility can be dealt with very effectively with a healthy dose of the owner's money. You might be willing, for example, to assume certain risks in return for extraordinary profit. Or you may be in a position to accept unusual responsibilities, but only if the owner is willing to compensate you for the costs involved. The point is, you will want to avoid the trap of agreeing on your fee before the issues of risk and responsibility are resolved: "We would be pleased to discuss your standard terms and conditions with you. There are, however, a number of differences between those terms and conditions and the assumptions on which our professional fees are based. We hope to resolve these differences during the course of our negotiations, and we look forward to the opportunity to do so."

If you are less than comfortable sidestepping the issue, and if you are willing to risk rejection in return for the opportunity to send to the owner a message of some importance, there is a more direct approach. You can open the fee window a little wider. Append a copy of your own standard agreement to the owner's pre-selection acceptance form. Then point out that the assumptions on which your fees are based "are reflected in the attached document setting forth the terms and conditions under which we customarily work."

This may not bring in the job but it does communicate a point which badly needs making. It is not a pesticide suitable for indiscriminate use but, carefully applied, it just may help to control the new weeds in the garden.

**Build Boston booth rentals
800-447-7112x236**

Product and service suppliers join the BSA

The BSA believes that the building industry is at its strongest when the players — architects, engineers, clients, contractors, interior designers, landscape architects and all of the other industry professionals — work as a well-oiled team. While it is often easy to say we are collaborators, it is often harder actually to collaborate. The BSA as an association of architects manifests its belief in the team approach by making everything we do a joint venture with our allies. From Build Boston to our open committee system to our workshop programs to our golf and tennis tournaments, everything the BSA does is open to our allies in the industry whether or not they are members.

In recent years, the value of this notion has been underscored by the constant influx of new BSA Corporate Affiliate Members. This category of BSA membership was created several years ago to provide our consultants, suppliers, vendors, manufacturers, and allied design and building professionals with a vehicle that would make it easy for them to work with the BSA and with the architectural profession beyond the job site.

Corporate Affiliate Members, who pay approximately \$200 a year for the membership, have access to all BSA programs and services at members' prices, are invited to join architects at BSA social and professional events, receive free copies of BSA firm directories, and generally enjoy all of the benefits of BSA membership. Corporate Affiliate Members also are highlighted in the ChapterLetter each month in a special section of "Fame", which is supplemented further by a special reference shelf in the BSA office for the brochures and related publications of Corporate Affiliate Members.

This partnership with our allies has worked so well that I want to publicly express the appreciation of the BSA Board of Directors for the enthusiasm with which this membership opportunity has been greeted. I also want to take a moment to identify our current Corporate Affiliate Members:

Acentech
Alexander Marsh
Andrew Chartwell & Co.
Applied Image
BR+A Consulting Engineers
Benjamin Thompson & Associates
Byggmeister Associates
Cavanaugh Tocci Associates
Chain Construction Corp.
Charrette Corp.
Choate, Hall & Stewart

CON-LUX Coatings
Consulting For Architects
Crabtree McGrath Associates
Creative Lifts
Daylor Consulting Group
Emily Business Systems
Greene Construction Co.
GZA GeoEnvironmental
Glass Arts Collaborative
Greene Construction Co.
HMM Associates
Haley & Aldrich
Harbor Millwork
Harvard Real Estate
Henry E. Wile Corp.
Hunter Environmental Sciences
Ideal Concrete Block Co.
Kitchen Concepts
Lottero + Mason Associates
Ludowici-Celadon
McLaughlin Upholstering Co.
MRM Builders
Maurice F. Blouin, Inc.
Muckle & Associates
Pella Windows & Doors
Reardon and Turner
SPNEA Conservation Center
Shawmut Design & Construction
Spaulding Investment Co.
Storer Damon & Lund
TMP Consulting Engineers
TRO/The Ritchie Organization
The Halvorson Co.
The Hartford Roofing Co.
Tirez
Tofias, Fleishman, Shapiro & Co.
Vappi & Co.
Verne G. Norman Associates

I invite all of our allies to consider this opportunity to become more involved with architects and with the BSA. If you would like information on Corporate Affiliate Membership, please call us at 617-951-1433x221.

Richard Bertman FAIA
BSA President

Publications on sources of new work available

The BSA reference services in The Architects Building include members-only reference copies of:

• *The Central Register*, which announces new State-funded building projects (it is

also possible to subscribe to *The Central Register* by calling 617-727-9136)

- *City Record*, the City of Boston publication that lists a broad variety of new city work including building projects
- *The Dodge Bulletin for Eastern Massachusetts*, which lists new projects for which an architect has yet to be selected
- The DCPO's new projects listings, which are published by the State every 4-6 weeks (design firms also can be placed on DCPO's mailing list for these project listings; call 617-727-4057)
- "New England Construction News," a publication that lists construction planning and bid news (for subscription discounts, call 617-871-1900).

Other reference tools that may enhance your marketing tool-chest include the following:

- *The BSA Kuwait Stuff* — a 32-page collection of information on prospective building projects in Kuwait, agencies to contact, etc. Free to BSA members who send a \$1.44 SASE; non-members should enclose \$25 with SASE.
- The "Central Artery/Third Harbor Tunnel Project Section Design Consultant Briefing" — a revised summary of 28 design projects through 1992, 24 of which require architects (item #48 on the BSA's Special Publications list)
- *Construction Market Data* — a construction information resource that publishes regional weekly project bulletins and daily project reports; call Mark Allen, 617-444-4710
- *Harbor-related projects* — The MWRA lists 35 A/E design commissions to be awarded in the next 6-8 years. To receive notices of RFPs, write Harbor Projects, MWRA, Ste. 1M5, 529 Main St., Boston 02129
- *Projects planned* — Three national publications that purportedly summarize major development plans: (1) "Sales Prospector" published in Mass. (617-899-1271); (2) "The Crittenden Developers News" published in California (415-382-2478); and (3) "The Project Report" published in Georgia (focuses on medical, correctional and educational projects; 404-951-1846)

- *DCPO's "Project Updates"* — a new bulletin summarizing DCPO's extensive court facilities construction plans; call 617-727-8085 (Court Facilities) for back issues & subscription details

- *"Toward Full-Service Architecture. . ."* — a brochure on new markets among real-estate lessors & buyers (call Dale Munhall AIA, 402-339-6553)

- *"The One List"* — a 600-page directory of construction decision-makers in 700 U.S. corporations & 5,000 of their subsidiaries (item #50 on the BSA's Special Publications list)

- *"Small Design Firm Marketing Manual"* — marketing forms, illustrations, resources, cost estimates, advice & tips (item #53 on the BSA's Special Publications list)

- *"Military Design Outlook"* — a national directory of \$5 billion in prospective U.S. armed services projects (day-care centers, fire stations, labs, residences, etc.); item #86 on the BSA's Special Publications list

- *Public work*— *The Central Register*, as noted above, announces new State projects in Mass.; the *Commerce Business Daily* (202-783-3238) does the same for Federal projects

- *Project 747* — Boston's "buildable lots"/affordable housing construction program offers opportunities for designers; call PFD for details (617-720-4300 x 306)

- *Public work elsewhere in New England* — for NH, call 603-271-3734 to get on the Division of Public Works mailing list; for Maine, call 207-289-4000 (Bureau of Public Improvements) for information; for Connecticut, call 203-566-7848 (DPW) for information; for Rhode Island, call 401-277-2321 (State Purchasing Agent) for information; for Vermont, call 802-828-3314 (State Buildings) for information.

- *Marketing tips* — see the Special Publications insert in this issue of the ChapterLetter (items #8, 11, 29, 30, 31, 50, 52, 53, 60, & 66)

- *Competitions* — watch the "Opportunities", "Letters", "Bricks" and other sections of the ChapterLetter for monthly announcements of new competitions. Also scan the Classified insert monthly for ads on public work and "Architects Services Wanted"

- *Workshops* — scores of Build Boston '91 workshops in November help designers seek new work more effectively. Your Build Boston workshop program will reach you after Labor Day (does that seem far away?).

Probability of asbestos in buildings is real

The likelihood of encountering asbestos in building renovations, additions or demolition has been a matter of some speculation since the earliest national surveys conducted by the EPA in 1983-84. When the initial surveys were published in 1984, the EPA estimated that Asbestos-Containing Materials (ACM) could be found in approximately 31,000 schools and in 733,000 other public and commercial buildings in the country. Estimates range from a low of 20% to as high as 90% probability of encountering ACM in non-school buildings constructed before 1978.

It should be noted that under the federal AHERA program, all schools (K-12, public & private) were mandated to be inspected for ACM. The ACM falls into three categories: (1) sprayed or troweled on ceilings or walls (surfacing material); (2) insulation around pipes, ducts, boilers, tanks etc. (pipe and boiler insulation); and (3) in ceiling and floor tile, mastics, wallboard, etc. (miscellaneous materials). Materials are classified as friable or nonfriable in the National Emission Standards for Hazardous Air Pollutants (NESHAP) Standards, 40 CFR Part 61. The NESHAP Standards are promulgated by the EPA. Recent revisions to the NESHAP Standards (on November 20, 1990) redefined several asbestos-containing building materials (with more than 1% asbestos) such as resilient floor covering, asphalt roofing products packings and gaskets as "Category I nonfriable ACM" and places these materials in a less-regulated category if they remain nonfriable.

This brings us to the question of what the likelihood is of encountering ACM in non-school buildings built before January 1979. A recent study, conducted by the NYC/DEP, entitled "Asbestos-Containing Building Materials in New York City as Compared to the Nation", was the subject of an article published in the Winter 1990/91 NAC (National Asbestos Council)

Journal, and is particularly relevant to our megalopolis in the Northeast. The New York City study, conducted in 1988, parallels the 1984 EPA study in many areas. The 1984 EPA study sampled 231 non-school buildings, including federal buildings, apartment buildings with 10 or more units and commercial buildings. The 1988 NYC study sampled 886 non-school buildings of all types. The article in the *NAC Journal* compared the two surveys and made the following conclusions:

Parameter Being Compared	EPA	NYC
% of all bldgs with any ACM	20	68
% of gov't bldgs with any ACM	39	43
% of apt. bldgs with any ACM	59	83
% of comm'l bldgs with ACM	16	54
% of all bldgs with thermal system ACM	16	68

The NYC study concludes that, for buildings that contain ACM, the condition of the material and its distribution within the building is similar in New York City [to that in buildings] throughout the nation. The startling news is that sampled buildings constructed on or before 1978 in the NYC study are 340% more likely to contain ACM than the nationwide average reflected in the 1984 EPA study. The *NAC Journal* article concludes that the NYC study is representative for buildings in typical Northeastern, industrialized urban areas, and that the probability of encountering asbestos-containing materials in non-school buildings is 68%. This is certainly a sobering thought for the architects and engineers who design renovations and additions to these structures.

Peter M. Blaisdell AIA

Ed. note: Blaisdell, President of Kendall Taylor Co. Architects in Billerica, provides regular reports to the ChapterLetter on hazardous materials issues and leads a Build Boston workshop on this in November.

**Mark your
calendars now for
Build Boston '91**

**November
20, 21 & 22**

Bricks

The summer issue of **CODEWORD**, the official newsletter of the Massachusetts State Board of Building Regulations and Standards, is scheduled for production in July and will be available from the BSA at that time. To order a copy of this edition of **CODEWORD**, use the Special Publications insert in this ChapterLetter (**CODEWORD** is item #45) or send your order with your name and mailing address with payment (\$12; \$6 for BSA members) to the BSA, 52 Broad St., Boston 02109. Massachusetts residents add 5% sales tax to all orders.

The People's Church of God and Christ in Boston has been seriously damaged by a recent fire. Originally built as a synagogue around the turn of the century, no drawings of this building exist. The Church is **seeking an architect** to measure the building, evaluate the damage and prepare plans and specifications for reconstruction. Call Thomas Cross at 617-523-2379 or Rev. Allen at 508-584-5797. The Church is seeking *pro-bono* services.

The BSA Membership Committee, chaired by Stephen Bell AIA, has been selected by the National AIA to receive a **special \$900 grant** for its new membership recruitment and retention efforts. For details on the funded program and other Committee activities, call Bell at 617-578-2156.

Simeon Bruner of Bruner/Cott reports that this year's Rudy Bruner Award for **Excellence in the Urban Environment** has gone to Greenmarket, an extensive program of farmer's markets in New York City. A Boston community organization, Roslindale Village Main Street, an outgrowth of the National Trust's Main Street Urban Demonstration Project, was a runner-up. For details on the \$25,000 Bruner Award, call the Bruner Foundation at 212-889-5366.

Salaries, new work, firm value, and CADD are the subjects of four publications available from the BSA. "Military Design Outlook" catalogs military building projects planned state by state. This is item #86 on the BSA Special Publications insert in this issue of the ChapterLetter. . . "CADD and the Small Firm" is the perennially popular BSA publication now available in the revised 1991 edition. It is Special Publication #41. . . *Mark Zweig & Associates' Valuation Survey of A/E /P & Environmental Service Firms* is the title of

the fascinating report on a late-1990 national survey that compares design firm sizes, disciplines, reasons for valuation, financial statement bases, etc. This report is Special Publication #85. . . Salaries of Massachusetts architects are detailed in the new BSA "Massachusetts Architects' Compensation Survey Report." This is item #01 on the Special Publications list.

Have you designed a restaurant? A local guide for our visitors coming to Boston for the June 1992 Convention is now being prepared. If you designed a restaurant, or would like to recommend one to your colleagues from Omaha, call Alexandra Lee at the BSA (617-951-1433) or mail your suggestions to Architects' Restaurant Guide, BSA, 52 Broad St., Boston 02019.

An extraordinary group of Boston artists and arts organizations is planning a **Boston Artists Summer Festival**. Throughout the summer, Boston artists and allied professionals are planning to install hundreds of sculptures in public spaces, artwork in commercial and retail spaces, and exhibits in a renewed "Arts in the Park" program. Hundreds of performing arts events and countless related cultural activities are planned. Sidewalk Sam is one of the key organizers. Call him for more information at 617-244-3171. He and his colleagues need to hear from anyone interested in participating in this series of events.

For the past 15 years, a corps of about 200 trained volunteer guides has touted **Boston architecture** and Boston history through incomparable walking tours. The guides collectively are known as Boston by Foot, the typical tour lasts 90 minutes, and the typical cost is \$6 per person. Boston by Foot tours run through October and this year focus on the Freedom Trail, Beacon Hill, Copley Square, the North End, and the Downtown Skyline. For details, call 617-367-2345.

Are you a sole practitioner in Massachusetts and a member of the AIA? Or are you part of a firm that pays firm assessments or supplemental dues to the AIA? If so, and if you are interested in receiving the Designer Selection Board notices of **new State work** regularly mailed by the MCAIA, send your firm name and address to the BSA, 52 Broad St., Boston 02109; indicate on the note you send us that you want to receive the DSB project notices. Questions? Call the BSA at 617-951-1433x228.

New publications: *Endangered Properties: A Program for ACTION* is a casebook that details the current state of historic properties in Massachusetts and recommends a course for their economic development. This is another excellent publication from the Architectural Conservation Trust For Massachusetts; call 617-523-8678 for ordering information. . . *More than Housing: Lifeboats for Women and Children* by Boston architect Joan Forrester Sprague documents "the diversity of innovative [housing] models, their social context and their meaning for future housing." The book is available from Butterworth's (617-438-8464). . . "Standards for School Library Media Centers in the Commonwealth of Massachusetts" is a publication available from the Massachusetts Association for Educational Media, c/o M.A. Drew, 16 Myopia Rd., Hyde Park MA 02136. . . "Architectural/Design Collaborators (A/D/C #2)" is the title of the second annual sourcebook that displays the work of design professionals offering services to the architecture, design and development communities. This publication is meant to help you find photographers, model-makers, lighting designers, environmental graphic designers, renderers, and other specialists in the industry. For information, call 617-484-2605 (Beth McKinney).

The National Association of Corporate Real Estate Executives (NACORE) holds its Annual Symposium and Exposition in Boston, June 29-July 2. The event is expected to attract more than 1,000 **corporate real estate executives** for workshops, exhibits and other convention activities. For more information on the conference and NACORE, call 800-726-8111.

In late May, the BSA hosted an AIA workshop on **politics & architects**. The point was to underscore the need for the profession to become more politically active. With that in mind, it is interesting to note that one in every five state legislators in the nation attended the National Conference of State Legislatures last August. This year that same group of lawmakers meets in Florida, August 11-14. If you're in the southeastern United States, you may want to drop in. For details, call the AIA Government Affairs office at 202-626-7300.

GSD news: Canadian architect Peter Rose has been appointed adjunct professor of architecture at GSD (July 1991-Spring 1996). . . Michael Van Valkenburgh has been named chairman of the Department

... and more Bricks

of Landscape Architecture of GSD effective this Fall . . . Japan's Kumagai Gumi Company has committed \$2 million to GSD to establish a new professorship in architecture . . . For the second year, GSD offers a five-day institute this summer that addresses the design, development process, financing and management of affordable housing. For details, call 617-495-4315.

Over the next five years, according to *Money* magazine, **architects will be in great demand** in Los Angeles, Phoenix, Houston, West Palm Beach and Charlotte. Indianapolis and Monmouth County, New Jersey are listed as the two communities that will have the least demand for architects. Boston does not show up in either category.

"State Requirements Survey for School Construction, K-12" is the title of a publication (order #R652) available from the AIA. For more information on this and other services and publications available from the AIA, call the BSA (617-951-1433x221) and ask for your personal copy of the current "Member Services Directory" . . . call in the next two weeks and we will rush you a copy suitable for reading at the beach. We'll also include an AIA/BSA membership application if you need one.

As the small BSA staff continues to get even smaller, the **critical roles played by volunteers** who help run BSA programs and services is increasing dramatically. During April, which was National Volunteers Month, the BSA hosted a lunch for its volunteers: Margaret Bigger, Monica Bignelli, Eliza Bird, Suzanne Frederick, Maryann Hinden, Frank Lee, Mary Lyne, Joyce Miller, Doug Mills and Al Stone. If you would like to join this extraordinary cadre of caring and skilled souls who help keep the BSA's engine humming, call Kristen Antonuccio at 617-951-1433x222 and we will invite you to lunch too.

The Boston Civic Design Commission meets in public session on the first Tuesday of every month, 5 pm- 8 pm, in the Piedmont Room on the 5th floor of Boston City Hall.

Does your firm portfolio include innovative/creative designs of **residential additions for new homes** that demonstrate the value of using an architect for design instead of "letting the builder do it"? If so, you may want to call the BSA's Sole Practitioners Committee, which is looking for samples of such residential work to promote architects

in Massachusetts. The Committee is also seeking examples of "terrible" residential additions you may have seen that might have been avoided had an architect been employed. For details, call Russ Tremaine AIA, 617-698-0188.

BSA Electronic Services include: (1) AIA Documents Ordering Service (617-951-1433x221). . . (2) CFA, the BSA-related jobs placement service (617-261-0090). . . (3) the Electronic Bulletin Board (617-666-0973 via modem at 1200 or 300 baud, 8, N, 1). . . (4) The Documents & Liability Hotline (617-628-6363; Chuck Heuer Esq., AIA). . . (5) The Computer Hotline (Curt Cunningham AIA; 617-876-2233). . . (6) The BSA Laser Printing and Fax Services (617-951-1433x222). . . (7) Technical Information Hotline (617-964-5477; Mark Kalin AIA). . . (8) The BSA catering & space-rental services (617-951-1433x222). . . (9) The MCAIA/BSA toll-free number, if you're calling from somewhere in Massachusetts outside Boston, is 800-662-1235.

This is a reminder to all BSA design firms and to all **Corporate Affiliate Members** of the BSA to send your firm brochures to the BSA library. We maintain reference copies of brochures and related material on all architecture firms whose principals are AIA members in Massachusetts. More recently, we have developed a small holding of similar brochures of Corporate Affiliate members of the BSA; these are consultants, manufacturers, suppliers, and other allied professionals who provide services and products to architecture firms. For more information on these reference shelves or Corporate Affiliate membership, call the BSA at 617-951-1433x228.

All AIA Documents are available directly from the BSA. MC/Visa/Amex orders (\$25.00 minimum) may be faxed to 617-951-0845. Documents also may be picked up at the BSA office, 52 Broad St., Boston, Monday through Friday, 9-5 pm. In addition, the BSA will mail or fax you a full listing of AIA Documents and an order form on request; to receive the listing, call 617-951-1433x221.

Volunteers are needed to help with preparation of exhibit space in The Architects Building. Interested souls should call Alexandra Lee at the BSA, 617-951-1433x225.

Is your **career hurting** because you are short of CADD skills? Or are you part of a CADD-oriented firm willing to help train

architects to use CADD? If you want to learn CADD. . . or if you are willing to teach CADD to architects. . . or if your firm is able to make CADD facilities available for such training, call BSA Computers in Architecture Committee chair Curt Cunningham AIA (617-876-2233) to participate in this new BSA service.

What can you believe about **Kuwait**? There has been so much talk about the trillions of dollars of reconstruction planned for Kuwait that it seems as if every architect in the United States could be employed there if desired. What's the truth? It's hard to know but, to help you find out, the BSA has compiled a 32-page package of information on prospective building projects in Kuwait. The listing is free to BSA members who need only send a SASE (\$1.44); non-members should enclose \$25 with the SASE.

The BSA's Committee on Professional Appointments is seeking Massachusetts architects interested in serving on **city and town design-review**, historic preservation and similar bodies. If you are an architect in Massachusetts interested in such roles, call Kristen Antonuccio at the BSA (617-951-1433x222).

If you have **stolen this newsletter** from a colleague or borrowed it from a friend, you may be interested in knowing that you too may join the BSA and share the cost of producing this one-of-a-kind collection of news and assorted nuggets. Non-architects as well as architects are invited to join or subscribe. Call 800-662-1235 (in Massachusetts) or 617-951-1433x221 to obtain one of our very rare and very special membership applications.

Do you need information on **joint ventures**, architectural advertising constraints, arbitration, recertification, designing restaurants, cold-weather construction? Books, articles, tapes and similar resources on these and hundreds of other issues are available through the AIA Information Center. It's a terrific resource. Call 202-626-7493 . . . on any subject.

Of 30,000 building industry professionals serving as **American Arbitration Association** arbitrators, fewer than 3,000 are architects. Of the balance, almost 7,000 are engineers, over 12,000 are lawyers, some 2,000 are general contractors, and over 6,000 are subcontractors. If you think you should have better than a 1 in 10 chance of getting an architect on your

... and even more Bricks

arbitration panel, now is the time to sign up to serve. For information on the opportunities to be an arbitrator, call the American Arbitration Association in Boston at 617-451-6600.

Do you want to hang around with architects? Are you afraid the City will relax its design sensitivity because of the recession? Are you concerned about hardening of the Artery? Do you care about waterfront development? Will you love the new Pru? . . . If you answered "yes" to any of these questions (or any of the other questions we had in mind but didn't write down here), you are either a BSA member or should be one. **Architects and normal people** are urged to consider the value of a strong collective voice in these difficult times. The architectural profession provides many such voices through the 60+ BSA committees of design professionals and their allies in Massachusetts. If you're an architect and not a member, become one now. If you are not an architect and are not a member of the BSA, call 617-951-1433x221 immediately and we will help you correct the latter deficiency. It's cheap . . . and it will change your life.

Thinking of starting your own firm? Discovering that the hardest part is coming up with a name for your firm? As you muse on these possibilities during the Summer, we thought you might like to

consider some of the real and fanciful design firm names passed on to the ChapterLetter over the years, such as . . . Ketchum, Killham & Burnham . . . Poor & Swanke . . . All-Night Architects . . . Addison, Parker, Klinch & Crimp . . . Constant Desire Despredelle . . . Harsh & Swift . . . Playne & Lacey . . . Designs 'R' Us . . . Think about it . . . and send us your suggestion when you get back..

Robert C. Hicks of Hoskins Scott Taylor & Partners has written a very useful four-page set of guidelines on how to write a resume, how to get an interview **if you're looking for a job**, and interviewing techniques. If you are unemployed (or think you may soon be) and would like a copy of Hicks' suggestions, send a 29¢ SASE to Hicks' Hints, BSA, 52 Broad St., Boston 02109.

Staying small Successfully: A Guide for Architects, Engineers & Design Professionals is the title of a new book by Frank Stasiowski AIA that highlights the necessary business functions needed "not only to survive but to succeed." The book offers a hands-on approach to setting up a small business or guiding an existing firm on to success. The focus is on effective plans and strategies, how to focus your practice, how to serve your client, how to hire the best and the brightest, how to manage the bottom line, and how to "master the

psychology of winning". The book sells for \$49.95 and Stasiowski is offering it to BSA members at a 10% discount if purchased before August 31. He has also donated a reference copy to the BSA library. To order, call 617-965-0055.

Sewer moratorium adds to woes

The recent ban (which may have ended by the time you read this) on sewer hook-ups in the area served by the Massachusetts Water Resources Authority has halted additions to the stock of new housing, commercial and industrial space, reports the May issue of *MAPC News* (the newsletter of the Metropolitan Area Planning Council). According to *MAPC News*, the court-ordered ban affects over 5,000 new housing units and close to 10 million s.f. of commercial and industrial space which already have municipal approval. The MAPC report (which was forwarded to the BSA by Statler Gilfillen AIA) notes that the moratorium would affect an additional 2,000 housing units and over 7 million of s.f. of commercial and industrial space currently in the proposal stage. The housing figures reported by MAPC do not include units in Boston.

The Boston office of the National Association of Industrial Office Parks reports that the moratorium in some cases has led to the refusal by local building inspectors for work to continue even under a valid sewer connection permit and is creating other obstacles to development. For more information on NAIOP's legislative initiative, call 617-951-1115.

Late news. . .

As we go to press in mid-May, the Federal Government has given the go-ahead on the Artery project. . . Gov. Weld signed the \$5.1-billion Transportation Bond Bill. . . and the Governor may be on the verge of ending the sewer moratorium reported above.

CNN HAS SHOWN US HOW AN ALL NEWS CABLE NETWORK CAN CAPTURE THE HEARTS AND MINDS OF AMERICANS, SO WHAT BETTER TIME TO BOLDLY BREAK NEW GROUND WITH THE 24-HOUR-

CABLE ARCHITECTURE NETWORK



Fame



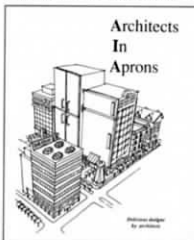
Tony Platt AIA (above) has opened a new office in Cambridge: **Anthony Carter Platt & Associates** (113 Inman St., Cambridge 02139; 617-868-9240) specializing in building design, urban design & planning, design problem-solving & consensus building . . . **John Wilson AIA** is writing for the Italian Magazine *Space & Society* . . . **Ken Hurd AIA**, well-known nationally for his hotel interior design work, this Spring received *Restaurant/Hotel Design International's* Platinum Circle Award for his contributions in this field; Hurd is only the 12th designer worldwide to receive this honor . . . *Interior Design Magazine* for March features the work of **Lawrence Mann AIA** . . . **Wendy Prellwitz AIA**, architect and painter, was among the Somerville artists hosting a series of open studios in May . . . **Amsler Hagenah MacLean** has changed its name to **Amsler Woodhouse MacLean** to reflect the election of **Gail Woodhouse AIA** to the role of principal and the departure of **Charles Hagenah AIA** to pursue a private practice . . . **Stephen R. Dill AIA**, who manages the BSA's placement service (Consulting For Architects), addressed the Institute of Store Planners in April on how design firms can cope with the current economic recession through careful personnel management . . . **Jay Wickersham AIA** writes in the recent issue of *Art New England* on the work of **Benjamin Thompson & Associates, Kimo, and Kennedy Violich Architects** . . . **Ralph Tolbert AIA** of **Goody, Clancy** addressed code-resolution issues in Faneuil Hall and the Old State House at the National Fire Protection Association Annual Meeting in Boston in May . . . **Monacelli Associates** has won an AGC Build Massachusetts Award for the firm's design of the Worcester County House of Correction . . . Recent issues of *Architectural Record* feature the work of **Alan Schoenegge AIA** (renovation of McKeen Memorial Hall at Phillips Academy), the modular housing in Mattapan designed by **Peter Papesch AIA, Symmes Maini & McKee** (Noble & Greenough Middle School and Arts Center), and **Perry Dean Rogers & Partners'** Hanley/McGuire House in Massachusetts . . .



photo: Webb Chappell

Peter Steffian FAIA (above) has been elected regional chairman of the New England Conference of Architectural Registration Boards; Steffian has also been named Chairman of the Board of Registration of Architects in Massa-

chusetts . . . **Ken Taylor AIA**, who was recently featured in *Modern Healthcare*, hosted a Spring roundtable on healthcare for the New England Health Assembly: **Hoskins Scott Taylor & Partners'** 101 Arch Street was recently featured in *Building Design & Construction* . . . Commercial office building projects by **Symmes Maini & McKee** are featured in recent issues of *Facilities Planning News* and in the *Boston Business Journal*; the firm's Noble & Greenough project was also featured in *Banker & Tradesman* . . . **Goody, Clancy & Associates** and BSA Corporate Affiliate Member A.J. Martini, Inc. are co-sponsoring the National Park Service exhibit, "Preservation in Progress," that is running concurrently with the renovation of Faneuil Hall and the Old State House by these two firms. . . Recent issues of *Architecture* have featured the work of **Graham Gund Architects** (the Washington D.C. housing project), **Migliassi/Jackson** (the Nawn Factory), **Hisaka & Associates** (commercial office projects), **The Stubbins Associates** (Suffolk County Jail), and **Stull and Lee** (South Station, Roxbury Community College, and the firm's work in Florida) . . . **Robert J. Stein AIA** and Jerry Wedge of **Stein & Associates** are finalists in the New England Holocaust Memorial Competition . . . **Edward Allen AIA, Marcus Rector AIA, Martha Bil Manevich AIA, Merle Westlake FAIA, Glenn Louis Morris AIA, Nick Baldo AIA, Nathalie Judson AIA, Jim Ballou AIA, Harvey Schorr AIA, Stephen Dill AIA, E.J. Katz, Charles Browne AIA, Tina Browne AIA, Anthony P. D'Onofrio AIA, Charlie Cimino AIA, Eric L. Kleiner AIA, Richard Brousseau AIA, Richard A. Sampson AIA, Italo S. Visco AIA, William J. McIlmail AIA, James D. Sullivan AIA, Gregor Smith, Maryrose McGowan AIA and Ralph Lewis Le Blanc AIA** are among the designer-chefs who



contributed to *Architects in Aprons* the new architects' cookbook (above); the book also features cartoons by **Peter Kuttner AIA** and recipes by BSA friends and allies Rita Audire, Betty Lou Marple, Robert H. Tuzik, Jessica Roumaldi Snare, and Penny Hungle (call 617-951-1433x221 to order a copy of *Architects in Aprons*) . . . Recent issues of *Progressive Architecture* feature the work of **Benjamin Thompson & Associates** (the Chicago Navy Pier), **Leers Weinzapfel** (the Park Street T Station), **Goody, Clancy** (99 Summer St.), **Schwartz/Silver** (84 State St.), and **Hisaka & Associates** (the Washington D.C. commercial office project) . . . Last month's exceptional Historic Massachusetts Inc. Preservation Conference included presentations by **Joan Goody FAIA, M. David Lee AIA, and Pamela Hawkes AIA** . . . **Adams and Wolf Architects'**

renovation of 66 Leonard Street in Belmont was the cover story in the April issue of *Remodeling*; one of the firm's residential renovation projects in Weston is featured in the May issue of *Better Homes and Gardens*. . . **Jung/Brannen Associates** has named Kathleen Rogers its



new Director of Interior Design. . . **Kirk Sykes AIA** (above) has been named one of Boston's 10 Outstanding Leaders by the Boston Jaycees. . . **Binkley Ford Associates** (which recently moved to 350 Washington St., Wellesley Hills MA 02181; 617-431-2400) has been honored with an Award of Excellence from the Architectural Woodwork Institute for its work on the Robert Ulrich Residence in Andover. . . **Sasaki Associates'**



photo: R. Mandelkern

Bank of Boston project (above) in Canton was featured in the March issue of *Interiors*; the firm's resort work in Japan and EuroDisneyland outside Paris were featured in the April issue of *Planning*. . . **Maurice Finegold FAIA and Alex Kreiger AIA** were among the jurors for the New England Holocaust Memorial Competition. . . **Paul Yager AIA** writes on how to work with an architect in a recent issue of the *Newton Graphic*. . . Recent issues of the *Globe* have featured the work of the **Preservation Partnership** (the renovation of the Harbor View Hotel on Martha's Vineyard), **Hoskins Scott Taylor & Partners** (101 Arch St.), and **Symmes Maini & McKee** (the Nixdorf project in Burlington). . . Also in recent issues of the *Globe*, **Robert Campbell AIA** writes on CBT's 116 Huntington Street project, **Schwartz/Silver's** Rotch Library at MIT, and on BSA Design Awards honoring the work of **James Volney Righter AIA, Graham Gund Architects, and Prellwitz/Chillinski**. . . **David Lee AIA** was among the panelists discussing "Diverse Visions of Boston" in last month's Public Realm Forum . . . **Wilson Pollock FAIA** has been honored by Pennsylvania State University with a special alumni award for Outstanding Professional Achievement . . . **Tom Payette FAIA, Mozhan Khadem, and James Collins, Jr. AIA** were guest speakers at Tradeline Conferences in Philadelphia and Boston last month; firm principals **Janet Baum AIA, Jeffrey Burke AIA and William Wilson AIA** are team-teaching a special GSD course this summer on research lab design; and the Payette Gallery last month hosted an exhibit of the photographs of Darren Kamins . . . The

... and more Fame

Globe recently reported on the British and Japanese work of **Todd Lee/Clark/Rozas**; WGBH's Ten O'Clock News ran an interview with **Todd Lee AIA** on the recently repealed sales tax on services . . . Projects by **The Stubbins Associates** recently honored include Tower Center in New Jersey (NJ/BOMA's



"Building of the Year"), the Suffolk County Jail (above; First Award Winner in AGC's "Build Massachusetts" program), the Bryan Research Center at Duke (selected for the NSBA exhibit in San Francisco in April), and the Singapore Treasury Building and Citicorp Center, both published in a new book entitled *Environmental Design: The Best of Architecture & Technology* . . . **Easley Hamner AIA**, **Ron Ostberg AIA**, and **Roy Pedersen AIA** were featured in a recent *Architecture* article on "The Government as Client".

New Work — **Binkley Ford Associates** is doing the interior design of The Inn at Harvard and for the Fernbank Museum of Natural History in Atlanta and the firm's residential renovation and custom design work currently includes projects in Rockport Harbor and in California . . . **Daigle + Adelberg Design** has completed the masterplan for the City of Lynn Waterfront Commercial District and the firm also recently completed the first phase of design and construction administration for the West Newton Cinema, the 1937 *art deco* fine arts cinema . . . **Sasaki Associates** is doing the masterplanning for several universities including Marquette in Milwaukee, Lewis & Clark College in Oregon, and Georgia Tech, whose campus will be the site of the Olympic Village for the 1996 Olympic Games . . . **Graham Gund Architects** is designing a new performing arts building for American University in Washington D.C., a new visual arts center for the University of the South in Tennessee and a new elementary school for the Lincoln School in Brookline . . . **Monacelli Associates** and Morgan Wheelock Inc. are doing the preliminary designs for the Massachusetts Horticultural Society's new botanical conservatory, educational center and outdoor gardens (below) in downtown Boston; the firm is also



photo: James Shanley

providing urban design services for the Central Artery Project on the Southeast Expressway/Mass. Pike/Artery interchange district. . . **Soep Associates** is designing renovations to the Essex Street facility of Eastern Bank in Salem . . .

Huygens DiMella Shaffer and Associates has completed design of the Longy School's new library wing, FAO Schwarz' new "super store" in the Back Bay, a group of research laboratories, production facilities and corporate offices for BioSurface Technology in MIT's University Park and laboratories, production facilities and corporate offices in the same complex for Enzytech . . . **CityDesign Collaborative** is doing the site masterplan and modernization design for the BHA's Mission Hill Main Project, the comprehensive modernization of the Cambridge Housing Authority's Home Owner Properties, the Coordinating Consultant's work for Massport's residential sound-insulation work in East Boston, Winthrop and Revere, and is designing the rehabilitation of North Grosvenordale Village in Connecticut . . . **Todd Lee/Clark/Rozas** is renovating the Holiday Inn near Government Center and another one in Hartford, is designing a new addition and renovations for the Tamcrest Country Club in New Jersey and Temple Beth Shalom in New York, and is designing extensive renovations and additions for three Barrington RI elementary schools.

News of Corporate Affiliate Members — **Haley & Aldrich** has won four engineering excellence awards from ACEC including a National Honor Award for its work on the Post Office Square Garage/Park in Boston . . . **Consulting For Architects'** CEO David McFadden is serving as a juror for the *Metropolis/Parsons* School of Design ideas competition on living in the next century . . . **A. J. Martini Inc.** is featured in a recent issue of *Commercial Renovation* for its restoration of its own building in Malden; the firm is also co-sponsoring the current National Park Service exhibit (with Goody, Clancy & Associates) on the renovation of Faneuil Hall and the Old State House . . . The Boston Chapter of the **Society of Architectural Administrators** has elected new officers: President Rose Hunter (Cannon Boston), Vice-President Donna Wisnaskas (Payette Associates), Treasurer Patricia Zoda (Schwartz/Silver), Past-President Donna Danbury (JCA Architects), Membership Chair Joyce Patterson (Earl R. Flansburgh + Associates), Director Diane Ousterling (Bruner/Cott Associates), and Director Holly Connor (Ann Beha Associates).

Voices

"Draperies, as I had now discovered, are much more than devices for the introduction of non-representational forms into naturalistic paintings and sculptures. What the rest of us see only under the influence of mescaline, the artist is congenitally equipped to see all the time. His perception is not limited to what is biologically or socially useful. A little of the knowledge belonging to Mind-at-large oozes past the reducing valve of brain and ego into his consciousness. It is a knowledge of the intrinsic significance of everything existent. For the artist as for the mescaline-taker, draperies are living hieroglyphs that stand in some peculiarly expressive way for the unfathomable mystery of pure being." — *Aldous Huxley in The Doors of Perception (excerpted in The New York Times Book Review, 8/26/90)*

" . . . architects are very busy looking for innovation in some of the strangest places. I think [they should] look at socially relevant causes, and I mean again going beyond the performance of the spaces, to consider what kind of society are we really building. . . Remember, we produce society in our material environment. A critique of our society would provide a powerful source for innovation. Just look at how we build a dwelling. If you strip it of all its clothing, the exterior garb that architects put on to make one structure look different from the next, you will find the same housing prototype over, and over, and over. The architects may think that they are innovative but they're simply reproducing all sorts of our society's assumptions about how people live. And so this is where architects are making a very big mistake: to pit the concerns of the user and social responsibility of design against their sense of aesthetics. It's simply a wrong dichotomy, and I think that's what keeps architects from becoming more informed — relying on intuition, their unconscious way of thinking about the user." — *Architect/environmental psychologist Roberta Feldman (in an interview in Focus, the Chicago/AIA newsletter, 1990).*

"There is a certain arrogance to architects' relationships with clients. We are a service industry, and the clients should be doing the talking — and we the listening. Poor listening leads to poor project performance and lost clients." — *Philadelphia architect James Straw AIA, quoted in ARCHMAR, 3/91*

"Design grows from the paradox of the plan." — *Moshe Safdie AIA in a BSA Lecture (2/20/91)*

AIA Documents
617-951-1433x221

Letters

I would like to take this opportunity to respond to a commentary [on asbestos-removal] written by Peter M. Blaisdell AIA in the March 1991 issue of the BSA ChapterLetter. I would like to begin by stating that, in my opinion, Mr. Blaisdell's commentary is not only unprofessional but incorrect. It is obvious that Mr. Blaisdell not only knows very little about the field of Industrial Hygiene, but for some reason seems to harbor ill will toward the field.

As a Certified Industrial Hygienist (CIH), I take exception to Mr. Blaisdell's comparison of CIH's and Kitchen Designers. Becoming a CIH does require a professional certification. More importantly, there are very strict experience and reference requirements to be met before a candidate is allowed to take the 16 hours of examinations required to become a CIH. CIHs are well-versed in a comprehensive range of subjects, including air toxics, industrial ventilation, noise, heat stress, personal protective equipment, radiation, health and control of hazardous materials. (Please note that there are no certifications required to call yourself an Industrial Hygienist.) Asbestos is just one very small subset of the Industrial Hygiene field. Like an architect, a CIH has in-depth knowledge in his own specialty areas, one of which may be asbestos.

Because a person takes a course or courses dealing with the asbestos industry does not make that person an Industrial Hygienist, let alone a Certified Industrial Hygienist. Interestingly enough, it does allow that person to be licensed by the Commonwealth of Massachusetts to perform asbestos consulting work. Any person meeting minimal education (and sometimes experience) requirements can take one or more of these courses and obtain licenses required to perform asbestos consultation services. Again, I must stress that taking these courses does not make them Industrial Hygienists, even though they may call themselves Industrial Hygienists.

The examples outlined by Mr. Blaisdell, if they are accurately represented, seem to be examples of lack of experience, not lack of expertise. Any person who is qualified and experienced would not have made the mistakes outlined by Mr. Blaisdell whether that person is a CIH, an engineer or an architect.

In closing, I would like to point out that I think that Mr. Blaisdell has missed the point that, as in any field, experience is very important. He should also take note that Industrial Hygienists, Architects and Engineers should all work together as a team. In most respects, their areas of expertise complement each other. If Mr. Blaisdell tried to work "with us" instead of "against us", it would do everyone a world of good.

Samuel J. Covino, Jr., CIH, President
Covino Environmental Consultants
Woburn MA

Boston Urban Gardeners at the Community Farm (BUG at the Farm) is a non-profit organization [that works as an advocate] for public green spaces, parks, and community gardens throughout the city of Boston, primarily in multi-cultural and low-income neighborhoods.

Our constituency consists of those hardest hit by the recession who are growing their own food and sending their children to play in local vacant lots and play areas. It is more important than ever that these city residents be assisted in their efforts to make their neighborhoods more livable.

If you are considering downsizing your office, please consider an in-kind donation of office equipment to our non-profit, tax-exempt organization. . . We need: Macintosh computers, flat files, files, drafting tables, drafting equipment, lamps, chairs and shelves. Please contact Carol at 617-522-1259. . . We appreciate your efforts and hope for better times to arrive soon!

Caroline F. Darbyshire
Boston Urban Gardeners

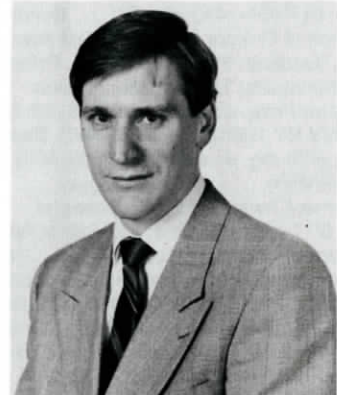
From the new Mass. Building Code: . . .
1017.7.2.5 Taped message: Where voice alarm is required, the following taped message shall be provided to all areas requiring voice alarm: Attention please. The signal tone you have just heard indicates a report of an emergency in this building. If your floor evacuation signal sounds after this message, walk to the nearest stairway exit and leave the floor. Do not use elevators. All handicapped occupants shall follow the building evacuation plan. While the report is being verified, occupants on other floors should await further instructions. . . This message shall be repeated once. A female [my emphasis] voice shall be used for this message.

Can any of your readers explain the reason for such codified sexism? And just whose female voice do they have in mind? Roseanne Barr? Jackie Onassis? Dr. Ruth? Meryl Streep doing the accent-of-the-month?

Just Wondering
Topsfield

Visit the Soviet Union. . . now? Are you crazy??? . . . If the answer is yes; if you are looking for an adventure, for the travel opportunity of a lifetime, read on. . .

Thanks to the overwhelming success of the recent BSA-hosted visit of Soviet Georgian architects to Boston, we have a standing invitation to visit them in Tbilisi, the Georgian capital, as their private guests. We will stay in their homes and experience the Soviet Union outside of the officially sanctioned tourist system. Georgian hospitality and cuisine are world-famous — the trip is planned for October to reap the benefits of the Fall harvest. (If there is any food in the Soviet Union, it'll be in Georgia!!!)



TRO/The Ritchie Organization regrets to announce that Steven F. Fiore AIA (above) died suddenly on April 26 after a short illness. He was 33. He leaves his wife, Patty, and son Christopher Robert, age 2.

Steve joined TRO in 1982 and had recently been named a Vice President and Principal of the firm. He received his Bachelor's of Architecture degree from Syracuse University in 1980 and also lived and studied architecture in London. Steve's professional activities included serving as guest lecturer at the Rhode Island School of Design, thesis advisor at the Boston Architectural Center, and as a panelist at the BSA's "Build Boston." Steve had also recently joined the BSA's Healthcare Facilities Committee.

Steve's major clients included Framingham Union Hospital, Framingham MA; Medfield State Hospital, Medfield MA; Norwood Hospital, Norwood MA; and Saint Francis Hospital and Medical Center, Hartford CT.

TRO has established an education trust fund for Steve's son Christopher. Anyone wishing more information about the fund should call Edward Hughes at 617-969-9400x103.

Lisa E. D'Ambrosio
TRO

Depending on the group's size, interests, and financial capabilities, we will visit Moscow and Leningrad as well. The idea is to keep costs down and adventure high!

Interested?? Call Jim Wilkinson (617-423-0080x358) or me (617-576-1496).

Jennifer Pearson
Boston

Opportunities

Competitions/Awards/Grants — BSA Architectural Design **Honor Awards** 1991; October deadline; 617-951-1433 after 8/1 . . . Builders Association of Greater Boston **PRISM Awards**; 6/15 reg. deadline; 617-773-1300 . . . **Pritzker Prize** nominations; 1/1 deadline; Pritzker Architecture Prize, c/o Bill Lacy, 21 E. 4th St. (6th fl.), NY NY 10003 . . . SARA 1991 **Design Awards**; 6/28 reg. deadline; 708-932-4622 (N. Michael Griffith) . . . LAF/Toro Industry Advancement Award for **Environmental Design**; 8/17 appl. deadline; 202-686-0068 (Landscape Architecture Foundation) . . . NTHP **Great American Home Awards**; 6/29 nomination deadline; 202-673-4000 (National Trust) . . . **Halabja Chemical Holocaust Memorial**; 8/30 entry deadline; Halabja Chemical Holocaust Memorial Foundation, P.O.B. 875-6369, Tehran, Iran; tel. 98-21-896-029; fax 98-21-897-836; telex. 21-59-92-WIHO-IR. . . **"Another Glass House"** International Competition: Y1.5 million in prizes; 9/9 entry deadline; Shinken-chiku **Residential Design Competition** 1991, Shinken-chiku-sha Co.; 31-2 Yushima 2-chome Bunkyo-ku, Tokyo 113, Japan. . . 1991 Central Glass International Competition ("**East Meets West**" ideas competition); Y2 million in prizes; 7/22 entry deadline; Shinken-chiku-sha Co., Dept. of the Central Glass Competition; 31-2 Yushima 2-chome, Bunkyo-ku; Tokyo 113 Japan. . . **Interfaith Forum on Religion, Art and Architecture** Design Awards Program; 7/10 reg. deadline; (Doris Justis at 202-387-8333) . . . Architecture in Perspective VI annual juried exhibit of **architectural renderings**; 6/7 entry deadline; 617-846-4766 or 212-362-5524 (Tom Schaller) . . . **NEA Presidential Design Awards**; 6/24 entry deadline; 202-682-5437 (NEA) . . . **Landscape Architecture** Magazine Competition; 7/7 entry deadline; 202-686-2752 (Bill Thompson) . . . **"Art in Public"** international competition featuring **Klinker Tiles**; Sire, 12060 Roreto di Charsco, Cuneo, Italy; Tel. 011-39-172-494471. . . **Interior Design International Awards**; deadlines unknown (judging scheduled for 2/92); ID Exhibitions, Audit House, Field End Road, Eastcote, Middlesex HA4 9LT, England; 011-44-81-868-4499 (fax 011-44-81-866-8363). . . **AIA Institute Scholars** Program grants; 202-626-7300 (Joe Bilello). . . NEA design project grants & **individual grants/fellowships** (up to \$20K) for designers; multiple deadlines; 202-682-5437. . . For up-to-date **details on design competitions**, consider subscribing to "Deadlines," 17 W. Hawley Rd., Hawley MA 01339; 413-339-4018 (\$26/yr. for 12 issues). . . **AIA Design Honor Awards**; 202-626-7300 for details. . . **Aga Khan Award**, Program Procedures, 32 chemin des Crets-de-Pregny, CH-1218 Grand Saconnex, Geneva, Switzerland (\$500K in prizes; rolling deadlines) . . . **Architectural Woodwork** Institute Awards Program (all bldg. types); rolling deadline; 703-671-9100 (Elaine Ball or Elaine Ferri). . . **AIAS student competitions**; programs & deadlines vary; 202-626-7472 (AIAS). . . **Fulbright Grants** for architects and urban planners; 202-939-5401 or 202-686-7866 . . . The **MacDowell Colony** Residency; 100 High St., Peterborough NH 03058; 603-2924-3886 or 212-966-4860 for applications &

deadlines. . . For details on the \$15,000 American Architectural Foundation Richard Morris Hunt Fellowship and numerous AIA-related **fellowships and scholarships** for minorities/disadvantaged individuals, professional degree candidates, health facilities design, research, and other purposes, call 202-626-7300.

Workshops/Conferences — BSA-sponsored **workshops for building industry professionals** and public courses on design for laypeople; see pp. 2-5 in this issue. . . IBD "Meet the Designer Series" (6/11, 7/18 & 8/15), Annual Dinner (6/20), Networking Breakfast (7/9); Boston; 617-876-7241 (Charlene Dennen IBD) or 617-8686-4200 (Jane Zimmerman). . . MIT **CRED** Professional Development Courses; through 7/16; 617-253-4373 . . . NFPA **Fire Code** Seminars; 8/12-16 (Sturbridge); 10/7-11 (Burlington); 800-344-3555 . . . Ninth Congress of the International Union of **Women Architects**; 8/19-22; Copenhagen; by Int'l Conf. Services, POB 41, Strandvejen 171, DK-2900 Hellerup, Copenhagen Denmark; tel. 45-3161 2195; fax: 45-3161 2068 . . . 1991 Meeting of the American Society for Cybernetics; Amherst; 7/17-21; 804-683-4848 (Frederick Steier) . . . The **Women's Educational and Industrial Union** Career Services workshops and other services on job hunting and other career issues; 617-536-5657. . . **BAC** continuing ed. program; 617-536-3170 for catalog. . . **GSD** continuing ed. program (mid-June through August); 617-495-4315 for catalog.

Exhibits/Lectures/Tours — **The Architects Building exhibit program** and other BSA lectures and exhibits; see pp. 1-5. . . "The Work of the City Architects in the **South End**" (slide-lecture with Kimberly Shilland); South End Historical Society; 6/12; 617-536-4445. . . "The Four Shapes of Boston," a slide lecture on **Boston's architectural history** available to rent (with speaker); 617-367-2345 . . . **MIT lectures & seminars**; 617-253-5470 for details. . . **GSD** exhibits (Commencement Show, 5/27-mid-Aug.); 617-495-4247. . . **GSD summer professional development courses**; 617-495-4315. . . **BAC** exhibits; 617-536-3170 . . . **Wentworth lectures and seminars**; 617-442-9010. . . **Art & Architecture Tours** of the BPL; 617-536-5400x212. . . **Boston By Foot** Tours: Beacon Hill (6/12), the Waterfront (6/23 & 6/30), Former Mill Villages in Newton (7/14), Chinatown (7/21 & 7/28), Gore Place (8/10), Harvard Yard (8/18 & 8/25); 617-367-2345. . . **SPNEA Historic Houses in New England** events program; through 10/23; 617-227-3956.

Other Opportunities — For its regular cameo section called "Designs on Boston," the *Boston Business Journal* is seeking **b&w photos of buildings in Boston** by BSA members; send your photos to Lori Hough, "Designs on Boston", BBJ, 451 D Street, Boston 02210. . . Maine's Farnsworth Art Museum is inviting **architects** in New England to donate original birdhouses (and related work such as sketches, renderings, birdfeeders, birdbaths) for sale in a benefit auction for the Museum in July; 207-596-6457

(Carol Holman); 6/10 entry deadline. . . *s/f Magazine* is seeking color photos from **AIA members** of interiors in New England. The shots are used to accompany various regular sections of the magazine. For details, call 617-924-5100. . . See also a wide variety of paid & volunteer opportunities in the "**Classified**" listing inserted in this issue.

BCAE/BSA Summer Classes & Tours see p. 3

The ChapterLetter

The BSA ChapterLetter is published on the first of each month (except for occasional combined issues) by the Boston Society of Architects, 52 Broad St., Boston 02109-4301. The ChapterLetter is a service provided to AIA members in Massachusetts, the public, and everyone else with a sense of humor or an interest in 20th-century America. (For out-of-state subscription information, call 617-951-1433/fax: 617-951-0845.) The BSA is a non-profit, membership service organization and has been an advocate of architectural excellence and public awareness of architecture since 1867.



Letters to the editor, suggestions, criticism, encouragement and manifestations of the light touch are welcome. Typed, double-spaced material intended for publication must reach the BSA by the deadline dates listed on page 1; appropriate submissions are edited and published as space, temperament and prejudices permit.

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President	Richard Bertman FAIA
Vice-President	M. David Lee AIA
Treasurer	Anthony Platt AIA
Secretary	Larry Bluestone AIA

Editor/Executive Director
Richard Fitzgerald

Marketing integrity: Can your firm survive?

The design profession has always been able to maintain a certain level of integrity in its business practices. The basic codes of ethics that have governed architectural and engineering services over the course of decades have prevailed time and again in protecting the best interests of the clients while establishing reasonable and prudent guidelines for the profession. In recent months, a unique situation has begun to emerge which challenges the very essence of design integrity. It is called survival.

... As work has become more scarce, fee structures are being eroded while clients are seeking advantages from the fact that money is to be saved through competitive bidding in today's market. Many firms are simply trying to survive during this building cycle but may unintentionally be eroding the integrity for which design professionals have been known.

A recent pre-bid conference for a significant master planning project was attended by more than 40 representatives of the largest and smallest architectural and engineering firms in the state. The RFP

specified a maximum fee of \$90,000 would be available for the project while most people in attendance would have agreed that the actual fee range should have been from \$150,000 to \$200,000 based upon the requested scope of work. The client was unyielding in its maximum fee yet most of the firms in attendance were seeking the contract award anyway just to survive in today's economy. Too much discussion was placed on "minimum" requirements necessary to meet the defined scope of work. . . . Corners were being cut before the project had even begun and integrity was being negotiated as a new form of business practice.

One firm will secure the project mentioned above and 39 other firms will have to seek the next available project. Most of us are used to an occasional low-ball bid on a project. But those have generally proven to be the exception to the rule. The real challenge which exists today for the true design professional is to not allow this to become the rule itself while still being able to survive profitably. . . . It is time to return to the basics of good marketing. While new construction starts may be down, private

sector renovation work, interior design assignments and public sector design and engineering projects are still readily available. Certain industries are managing to defy the current economic downturn and firms should be calling on these companies to sell their services. Business development programs need to more accurately targeted based upon revised marketing and strategic planning objectives.

Effective marketing can still produce a project list of fairly negotiated and equitably secured assignments that protect the integrity of the design profession. Survival can and should remain profitable! Those firms that keep this in sight will endure for the long haul and will be around to see the building cycle rise once again.

Randy Anagnostis

The author is President of Anagnostis Associates Marketing Consultants in Durham CT. Anagnostis leads a Build Boston seminar in November on recession marketing.

Membership news

New AIA Members

Hannah Banks AIA
Harrison Banks
Michael H. Blanchette AIA
Carlson Associates
Robert A. Bramhall AIA
Robert A. Bramhall,
Architect
Peter W. Cramer AIA
Cramer Construction
Matthew P. Donnelly AIA
Boston Retail Products
Steven J. Gerber AIA
Steven Gerber Architects
Hans Jakob Jorgensen AIA
E. Verner Johnson and
Associates
Terry C. Kenyon AIA
Rothman Rothman
Heineman Architects
Robert Rouleau AIA
Carlson Associates
Peter L. Sandorse AIA
Miquelle, MZO Group
Morris L. Schopf AIA
Schopf Design
Associates
Peter C. Thomas AIA
Jung/Brannen Associates

Returning AIA Members

**Edythe M. Ambroz AIA
Dietz & Company
Architects
John F. Chisholm AIA
Chisholm Washington
Architects
Michael J. Washington AIA
Chisholm Washington
Architects

Advanced to AIA

Stephen R. Dill AIA
Consulting For Architects

New Associate Members

Angel Garcia Alvarez
Cannon Boston
Hans Chao
Cambridge Seven
Associates
Stephen G. Devine
3D Concepts
Reaz Haque
Sasaki Associates
David B. Kelly
Boston Financial Property
Management
Michael J. Labonte
Design Serv

**Eva Schocken
Dietz & Company
Architects

**Marc Sternick
Dietz & Company
Architects

Eva Joanne Wilkins
National Park Service

Returning Associate Members

Sava Cvek
Sava Cvek Associates
Hunter S. Marston
Intergraph Corporation
Brooke Naramore Williams
MIT

Newcomers to Massachusetts

Richard L. Brown AIA
Richard Brown Architects
Kenneth N. Henson AIA
Henson Associates

Leaving Boston

Wilson C. Barnes AIA
(to Florida)
Mark T. Forth AIA
(to California)
Grace Guggenheim

(to Washington, DC)
Dmitri J. Kapalis
(to Florida)
Alexander C. Twining AIA
(to New York)

Deceased Members

Victor DeNatale AIA
David Fried AIA

New Subscriber

Mildred F. Schmertz FAIA
(from New York)

New Corporate Affiliate

Ludowici-Celadon, Inc.

New Individual Affiliates

Jeffrey F. Andrews
Matthew Costello
Judy Csikos
Susan Donath
Harry S. Fuller
John G. Gross
David W. Hopper
Sandra Maxwell
Laura N. Rigsby
Paul Sullivan

New Student Affiliates

Boston Architectural Center
Kevin D. Dauphinais
Matthew W. Fienn
William J. Hallett, Jr.
George M. Mesquita

Wentworth Institute of Technology

Bruce Grama
Susan M. Morrill
Evan Sotiriou
Georgios Sotiriou
Jamie R. Winkler

**** Western Mass. Chapter**

To join your friends and colleagues on this list, call the BSA at 617-951-1433. Call the same number for information on out-of-state subscriptions to this newsletter, AIA Documents, gift memberships, Special Publications, etc.

3

Art & Architecture Cte, 8 am

BSA Golf Tournament

4

MCAIA Board Meeting, 4 pm

1992 Convention Fund-Raising Cte, 5 pm

5

Membership Cte, 12:30 (call 951-1433 by 6/4 to reserve lunch)

Harleston Parker Cte, noon (call 951-1433 by 6/4 to reserve lunch)

1992 Convention Program Cte, 4:30 pm

Housing Cte Presentation for BSA Committee Chairs, 5:30 pm

6

Task Force to End Homelessness, 8 am, Payette Assoc., 40 Isabella St., Boston

Exhibits Cte, 8:30 am

Unemployed Architects Discussion Group, 3:30 pm

7

Executive Cte, 8 am

Housing Cte, 8:30 am

8

FLW is 122 (or 124?)

10

Healthcare Facilities Cte, 5:15 pm ("Long-term Care Case Study")

***Lunch meetings**
Call 617-951-1433x221 or 800-662-1235x221 by 5 pm on the day prior to your meeting to reserve lunch.

11

Urban Design Cte, 8 am, CityDesign, 334 Boylston St., Boston

Communications & Marketing Cte, 8:30 am, Graham/Meus, 224 Clarendon St., Boston

12

*Interior Architecture Cte, 12:30 pm

BSA Workshop on Client Relationships (see p. 2)

13

Historic Resources Cte, 8 am

*Computers in Architecture, noon

*Board Meeting, noon

Regional Design Cte, 5 Doublet Hill Rd., Weston

14

Energy Cte, 8 am

*Sole Practitioners Lunch Group, noon

17

*College of Fellows Nominees Lunch, noon

North Shore Architects Lunch Group, 12:15 pm, The Grog, Newburyport

18

Design Cte, 8 am

*EOCD Liaison Cte, noon

1992 Convention Fund-Raising Cte, 5 pm

"Points of View" with Stephen Karp (see p. 3)

Women in Architecture Exhibit reception (see p.2)

18

AutoCAD Users Group, 6:30 pm (Tom Morrissey, 617-262-2760)

19

Professional Practice Cte, noon (call 951-1433 by 6/18 to reserve lunch)

DataCAD Users Group, 6 pm (Bill D'Amico, 207-865-4399)

20

*Small Firms Lunch Group, noon

21

The BSA is 124 and today is Architects Day in Massachusetts

24

*Architectural Technology Cte, noon

Unemployed Architects Discussion Group, 3 pm

25

Architects for Social Responsibility, 6 pm

BSA Lecture with Henry MacLean AIA, 6:30 pm (see p. 4)

26

Recycle Museum Cte, 4 pm

27

"Conversations" with Todd Lee AIA (see p. 2)

28

*Codes Cte, noon ("Architectural Access Issues")

All meetings are in The Architects Building unless otherwise noted.

1

Art & Architecture Cte, 8 am

Sert is 89

2

1992 Convention Fund-Raising Cte, 5 pm

3

Membership Cte, 12:30 pm (call 951-1433 by 7/2 to reserve lunch)

1992 Convention Program Cte, 4:30 pm

4

Revere your freedom

5

Housing Cte, 8:30 am

8

Healthcare Facilities Cte, 5:15 pm (Federal funding & guidelines)

9

Urban Design Cte, 8 am (see 6/11 listing)

Executive Cte, 8 am

Communications & Marketing Cte, 8:30 am (see 6/11 listing)

Women in Architecture Cte, 6 pm

10

*Interior Architecture Cte, 12:30 pm

11

Historic Resources Cte, 8 am

*Computers in Architecture Cte, noon

*Board Meeting, noon

Regional Design Cte, 6 pm (see 6/13 listing)

12

Energy Cte, 8 am

*Sole Practitioners Lunch Group, noon

Bucky Fuller is 95

13

Islamic New Year (1412) begins

15

North Shore Architects Lunch Group, 12:15 pm, The Grog, Newburyport

Inigo Jones is 418

16

Design Cte, 8 am

*EOCD Cte, noon

1992 Convention Fund-Raising Cte, 5 pm

AutoCAD Users Group, 6:30 pm (Tom Morrissey, 617-262-2760)

17

DataCAD Users Group, 6 pm, GSA, Boston (Vern Stump & Dan Corria, 617-565-6229)

18

*Small Firms Lunch Group, noon

22

*Architectural Technology Cte, noon

Unemployed Architects Discussion Group, 3 pm

23

Architects for Social Responsibility, 6 pm

24

Recycle Museum Cte, 4 pm

24

Macintosh Users Group, 5:30 pm (Michael Hicks AIA, 617-267-6408)

26

*Codes Cte, noon

30

1992 Convention Fund-Raising Cte, 5 pm

August

No (or almost no) committees meet in August; design a sandcastle instead

1

BSA Gallery Opening (see p. 4)

2

L'enfant is 237

8

Charles Bulfinch is 228

19

North Shore Architects Lunch Group, 12:15 pm, The Grog, Newburyport

20

Saaren is 118
Saarenin fils is 81

21

DataCAD Users Group, 6 pm (Skip Mulch & Mark Madura, 508-388-2960)

Committee meetings are open to all members and non-members; for information call the BSA at 617-951-1433x221